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and Essential Oil Review

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The American Perfumer

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NEW YORK, DECEMBER, 1927

Vol. XXII. No. 10

For a Joyful Xmas Season

THE holiday period attending the exit of 1927 and the incoming of 1928 affords us a new opportunity of conveying to our subscribers, advertisers and other friends the compliments of the Christmas season for the twenty-second time. In doing so we wish all of them the very best of everything that they may desire, either personally or in business. Conditions in our industries are generally prosperous and there is no reason why the same status should not continue.

With Yuletide once more gone there will be a new campaign in trade for greater business and more intensive application to producing new novelties, inventions, and methods in the realm of our industries. The year 1927 has been wonderfully fruitful in advancing the interest of the great majority of our clientele and it really is not necessary to say more at this moment than to predict that 1928 will bring forth a much greater volume of everything worth while: In invention, in research, in trade relations both at home and abroad and in the growth of the demand for perfumeries, cosmetics and toilet preparations in America and elsewhere in the world.

On the eve of what unquestionably is a new era in our industries we again wish our clientele a Happy New Year.

The Latest Legislative Proposals

THE proposals of the American Medical Association and those of Senator Royal S. Copeland for Federal Cosmetics Legislation are now before the manufacturers. There is not a great deal of difference between the two measures. Both seek the same ends and both propose somewhat similar methods for accomplishing them. Of the two, the A.M.A. Bill is the more dangerous largely because it is likely to receive more serious consideration in Congress.

The bill would place burdens upon the manufacturers of cosmetics and the importers as well, under which they would be able to carry on their business only with much unnecessary annoyance. It is of vital importance that the industry should present a united front on this measure and that all should cooperate with the American Manufacturers of Toilet Articles in making it clear to both Congress and the public that restrictive legislation of this sort is not only unnecessary but harmful.

Dr. Curt P. Wimmer, Professor of Pharmacy at Columbia University and Consulting Editor for this journal, whose service to the industry in the matter of last year's attempt to enact state cosmetics legislation will not soon be forgotten, has analyzed the American Medical Association bill in masterly fashion elsewhere in this issue. He shows not only that cosmetics legislation in general is unnecessary, but that this particular bill contains many inadvisable features. It would be in the nature of an anticlimax for us to attempt any further detailed analysis of the matter.

We would again recall the circumstances connected with the "Model" cosmetics bill of the last legislative season and again point out that cases of cosmetic "poisoning" are so rare that to condemn or restrict the industry on such slight evidence would be worse than folly. Virtually every case of alleged cosmetic "poisoning" which has been investigated has proven to have been caused by some other agency. In several cases of alleged harmful effects of beauty parlor treatments, upon which a large part of the fight against cosmetics has been based, it has been shown that licensed physicians themselves performed the operations. Why is it necessary to regulate cosmetics when fur dyes and other agencies are responsible for practically all of the cases which physicians cite as evidence in support of their proposed bill?

The American Manufacturers of Toilet Articles and the Perfumery Importers Association will undoubtedly be active in the work which will be necessary when this measure is brought before Congress. Every member of the industry is urged to assist the committees of these two bodies and to cooperate with their respective associations in every possible way. The American Manufacturers of Toilet Articles has also decided to join the National Drug Trade Conference which has done excellent work on legislative matters during its brief existence.

There is always a tendency in cooperative efforts to "Let George do it." It cannot be too strongly impressed upon each individual manufacturer in the present situation that

"George" cannot be depended upon to carry the burden. We are strongly in favor of cooperative effort. It is the only method by which anything can be accomplished. But each individual must do his part. Each manufacturer and importer must take some definite action and that action must be taken in accordance with a pre-determined plan.

Dr. Copeland's bill, the principal features of which are already very well known, seems to stand less chance of adoption than does the measure proposed by the American Medical Association. It should not on this account, however, be ignored by our industry. Many of its features would be more serious in their consequences than would the similar provisions of the A. M. A. measure. In addition, Dr. Copeland's prestige as a physician and former health commissioner of New York City might lend weight to his efforts on behalf of his proposal. His bill also must be carefully considered and not neglected in the united efforts of the industry to defeat the other measure.

What Are Your Salesmen Selling?

THE recent growing tendency of the American manufacturers of perfumes and toilet preparation to become more closely affiliated and identified with foreign houses in the same line is most significant. Further mergers, purchases, and rumors of intended purchases and mergers constitute much of the conversation heard in the industry. It is a trend which must be recognized and one whose deeper meanings to the industry must be considered.

What, then, is the purpose of these mergers? Is it to increase the size, scope and service of the American houses to the American public? Is it to increase the prestige of the American industry by forming larger international units? Is it to provide a safe and adequate future for the American toilet goods industry? Or is it a further manifestation of the "inferiority complex" which seems to afflict so many of the manufacturers in our line, even affecting the largest and most powerful of them?

To decide these questions, it is necessary only to look into the facts and to trace the events which have followed each of these mergers or absorptions. One of the most effective ways of tracing the physical and psychological effect of the opening of a Paris branch or the purchase of a French subsidiary is to note its effect upon sales policy. For, in many respects sales policy most truly reflects the plans and intentions of the manufacturer. He is probably more interested in sales than in any other feature of his business. Sales can be translated into terms of immediate profits. And immediate profits are necessary if the business is to progress and expand.

It is undoubtedly true that the firms in our industries are anxious to build up good-will for the future and anxious to survive and continue to grow and prosper. The steps which they are taking to that end, however, seem hardly likely to produce the desired result. In the face of the present competitive situation, it is necessary that much thought and effort be given to this subject. And there would seem to be no better place to develop a new viewpoint and a change in methods than in the sales department.

Some time ago, the buyer of toilet goods in one of the larger department stores in the country made the statement that the salesman of the American toilet goods manufacturer did not try to sell perfumes. This was undoubtedly an exaggerated view of the situation but it came nearer to the truth than most of the manufacturers would be

OUR ADVERTISERS

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Denatured Alcohol

Philadelphia, U. S. A.

AMERICAN PERFUMER & ESSENTIAL OIL REVIEW,

81 Fulton St., New York City.

Gentlemen: Referring to yours of February 9th inquiring as to the results we obtain from our advertisement in your publication, namely, THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, we take pleasure in saying that the results are very satisfactory and that we attribute in large measure our good standing with the perfume and essential oil trade to the fact that we keep our name regularly before them in your paper.

Yours very truly,

DAVID BERG INDUSTRIAL ALCOHOL CO.

W. J. LEHMAN, Supt.

willing to admit. A study of the sales methods used by a very large number of representatives of the industry can lead only to the conclusion that they are trying, unconsciously, of course, to sell French perfumes.

Let us see if this statement is as startling as it sounds. Is it not very frequently true that the toilet goods salesman (perhaps your own salesman) calls particular attention to the beautiful French bottle, to the "Paris note" in your odor, to the attractive French style of your consumer advertising, or even, possibly, to your Paris branch office? Does he not frequently give the impression that your product is a perfect imitation of the latest Paris mode? Does he not often urge the French atmosphere as a reason for the purchase of your particular line?

When he does this, what is he doing? Is he selling your line or is he selling something French? Does he create in the buyer's mind the idea that your goods are superior or does he make the buyer the more determined to stock a genuine French article rather than an imitation of it?

The salesman is not to be blamed for this. He is following the line of least resistance. The advertising of the American houses has made it the line of least resistance and he is only following the lead given him by your own sales promotion work. Further than that, he has probably been pretty thoroughly trained in his job before being sent out. He may even have been taught a selling talk. If not, the French idea has been impressed upon him through contact with his house. He follows your instructions. And he very probably gets some immediate business out of it.

What now is the relation of this kind of sales effort to the future? The American industry in order to survive must compete with the French manufacturers. It must sell a growing volume of its products and to do so, it must take a part of the present French business in this

country or at least see to it that more than an even break on the new demand is secured each year. This cannot be done by fostering the idea of French leadership. It cannot be done by advertising which lends direct prestige to the French note and the Paris label. Above all, it cannot be done by sending out salesmen whose efforts create the impression that to be good a perfume must be either French or an imitation of the French.

Prestige for the American industry *can* be built up. The public, always open to reason, *can* be convinced that American perfumes and toilet preparations are as good as or better than those made in any other country. But first, the manufacturer himself must be convinced. He must know in his own heart that his product is as good as that of his strongest competitor. He must know that it can be sold to the public on that ground alone. He must realize that the American public's apparent prejudice in favor of French perfumes has arisen largely through his own insistence upon the fact. Then he must take the tri-color overcoats off his salesmen and send them out prepared to sell American products.

Tremendous Increase in Chemical Output

WASHINGTON, December 15.—A 500 per cent gain in production to \$2,278,000,000, a 400 per cent gain in exports to \$171,304,000 and a 300 per cent gain in imports to \$203,529,000 have marked the huge growth of the American chemical industry in the last quarter century, according to the Chemical Division of the Department of Commerce.

This development of the chemical industry of the United States has been phenomenal, says the Chemical Division. Increase in world population with a greater requirement for the necessities of life, such as food and shelter, is only one of the reasons for this development. A substitution and adaptation of synthetic commodities to supplement and supplant the limited supplies of the natural products is another. The outstanding cause of this great growth, however, is the advancement in the civilization of the world with an increased purchasing power, creating a demand for superior goods and the luxuries of life, according to the officials of the Division.

Even before the war, during the 15 years 1899-1914, the groundwork for an important chemical industry had been firmly established and the manufacturers logically situated to consummate a satisfactory synthetic organic chemical industry. American goods were already sold in many foreign markets. During this period, production, exports, and imports had all recorded a steady advancement more than doubling in each case.

Then came the abnormal World War period with the enormous call for explosives and all the necessary war chemicals, followed by the inevitable era of depression, comparatively shortlived in this instance. The indomitable will and capability for work of the American chemical manufacturer soon brought about recovery until in 1925, production surpassed the peak figure of 1919. Exports have also steadily expanded, if we exclude the enormous shipments of explosives and certain allied industrial chemicals which were consigned to Europe in 1916-18, peak years for exports. Except for the year 1919, when a decided influx of war-restricted essentials were enabled to freely flow into the market to meet a pent-up demand, imports have been considerably enlarged.

A Contest for Perfumers

N the advertising section of this issue there appears an unusual announcement of a prize contest for perfumers and chemists in the perfume field. Certain conditions for participation are laid down, but all of them can be met easily enough and certainly there is sufficient incentive in pecuniary reward and in the honor of being one of the prize winners to insure a large number of entries.

It is not a new idea to engage the attention of perfumers in this fashion. Several years ago a similar and very successful contest was held through the medium of this journal. In other lines, the contest idea has secured an even greater foothold.

The idea is especially appealing in the opportunity which it affords the American perfume chemist to demonstrate that he can originate an odor in competition with his foreign colleagues. We hope that the perfumers of this country will not hesitate to enter this competition and that the manufacturer will secure distinctive odor which he desires.

Cooperate on the Census

THE biennial census of manufacturers covering the operations of our industries during 1927 will be taken early in the coming year. Through cooperation with the American Manufacturers of Toilet Articles, the Bureau of the Census plans to make this enumeration somewhat more complete and hence of greater value than it has been in the past. It is unnecessary to discuss the value of the finished statistics. The industry itself well knows how frequently the data are used and how much more valuable the census will be made by the inclusion of more complete information.

Questionnaires will reach manufacturers of toilet preparations about January 10. All that will be needed after that will be the complete cooperation of each manufacturer in making a prompt and accurate return of the desired information. The statistics will be published only after all returns are in. Why not set the enviable record of being the first industry supplying complete information? By so doing, we shall have the advantage of the newest production figures on our industries at a very early date. When your questionnaire arrives, have the necessary data ready and then take the time to fill out the blanks and return them promptly. You will be serving both the industry and yourself.

British Bottle Stopper Imports to Bear Mark of Origin

(Special Correspondence)

LONDON, November 10.—The latest report presented to the President of the British Board of Trade, Sir Philip Cunliffe-Lister, by the Standing Committee under the Merchandise Marks Act, recommends that imported screw bottle stoppers, made of materials other than glass, metal or ceramic materials, should be indelibly stamped or embossed conspicuously with an indication of origin in such a position that it will not be concealed under the rubber ring, but that this condition should not apply to stoppers imported in bottles containing various kinds of beverages or other contents.

It is recommended that an Order in Council in respect of bottle stoppers should come into force six months after it has been made.

Early Bills Forecast Interesting Session

Copeland Cosmetics Bill To Be Introduced

Price Maintenance Again an Issue

Watson Mailing Bill Up

WASHINGTON, December 8.—Manufacturers and distributors of cosmetics may believe that they have a chance to defeat entirely legislation regulating the sale of cosmetics, says Senator Copeland, of New York, but he suggests that they study his bill to the end that, if federal legislation is enacted, it will be satisfactory to them.

"You must face the fact," he said today, "that the states will pass legislation. Might it not be better instead of opposing any and all legislation to get behind a federal bill that will be satisfactory and at the same time serve as a model for state legislation?"

Senator Copeland invites the interested trade associations to bring to him their recommendations for modification of his bill. He does not fight for its enactment as it stands and he expressed confidence that a measure can be drafted that will be satisfactory to all concerned.

Dr. Copeland does not insist that the provision requiring that the name and address of the manufacturer shall appear on all toilet preparations shall remain in his bill, provided that the trade will suggest some other method of identification, such as a number or symbol, that would be acceptable to them.

The New York senator explained that his purpose in proposing that the use of preparations containing "toxic or irritating aniline derivatives" should be prohibited was to strike at paraphenyldiamin. Dr. Copeland said that he would like to hear the trade's objection to that provision of his bill and also to the provision that the ingredients used in toilet preparations shall conform to the standards of the U. S. Pharmacopœia.

Senator Copeland *did not* consult the American Medical Association with respect to his bill and he stated that if it came to a contest between the two bills he would fight for his measure. He remarked that when Health Commissioner of New York City he enjoyed the confidence of the trade associations because he always gave them a chance to show their hand.

Senator Copeland said that he had introduced a cosmetics bill because he believed that somebody ought to do so. He realized, he said, that the trade is opposed to interference, but state, if not federal legislation, is inevitable, in his opinion.

The provisions of the Copeland bill are as follows:

1. No person shall manufacture, sell, offer for sale, give away, deal in or supply in interstate commerce, or hold for use or sale in the District of Columbia, or in any Territory, or possession, any substance, preparation, article or compound for toilet use which contains lead salts, toxic or irritating aniline derivatives, particularly paraphenyldiamin, bichloride of mercury, ammoniated mercury, or dangerous caustic or corrosive substances, as defined in paragraph (a) of Section 2 of the Federal Caustic Poison Act to safeguard the distribution and sale of certain dangerous caustic or corrosive acids, alkalies, and other substances in interstate and foreign commerce.

2. No preparation for toilet use shall be sold, offered for

sale or given away, unless the package or container shall have affixed to it a conspicuous, easily legible label or sticker, containing the name and place of business of the manufacturer.

3. In the manufacture of any such toilet preparations, if the ingredients used are articles mentioned in the National Formulary or the U. S. Pharmacopœia, the purity of such ingredients must be equal to the standards set up in these official publications.

4. Penalties: The penalties, institution of libel for condemnation and criminal proceedings, and enforcement of the act, shall be identical with the Federal Caustic Poison Act.

The National Drug Trade Conference at its recent annual meeting referred the question of cosmetics legislation to its executive committee with instructions to watch all developments closely with a view to protecting the legitimate drug trade.

Price Maintenance Measure

Aside from Senator Copeland's cosmetic bill, the reintroduction of Rep. Kelly's resale price maintenance bill holds the most interest for the trade. The bill was submitted December 5 as H. R. 11, its old number, and has been revised in form for the purpose, according to its sponsors, of strengthening its provisions. The bill was referred as usual to the House Committee on Interstate & Foreign Commerce, but whether definite action will be taken on the measure this session is problematical.

Since Congress adjourned last Spring the Federal Trade Commission has undertaken an investigation of the whole subject of resale price maintenance with a view to guiding Congress in the enactment of legislation, if any. The Commission's report will not be forthcoming for several months at least, according to Otis Johnson, the secretary, so if Congress waits for the Commission's recommendations there will be no resale price legislation this session. Petitions and resolutions in support of such legislation have been presented to Congress by the National Wholesale Druggists' Association and the Oklahoma Pharmaceutical Association.

Mail and Metric Measures Up

The Watson bill, H. R. 351, to prohibit the sending of unsolicited merchandise through the mails was reintroduced and referred to the Committee on Post Office and Post Roads. The bill would declare non-mailable all merchandise which is now sent through the mail for the purpose of sale which has not been ordered by the addressee. Rep. Britten has reintroduced as House Joint Resolution 10, his measure for establishing the metric system for general use in merchandising after 1935. The bill was referred to the Committee on Coinage, Weights and Measures.

Then and Now

In the olden days girls were taught to dot their i's and cross their t's, but nowadays they learn to dot their eyes and cross their knees.—*Evening Standard*, London.

Annual Departmental Reports Submitted

Tariff Commission Wants Limit Raised on Flexible Provisions—Better Alcohol Control Seen—Chemical Advisory Committee Enlarged

WASHINGTON, December 15.—Recommendations for the statutory amendment of Section 315, the flexible tariff provision of the Tariff Act of 1922, are presented to Congress in the annual report of the Tariff Commission. The Commission points out, first, that the limitation of 50 per cent upon the change in duty prevents equalization of differences in cost of production. The Commission's report states that in several investigations the cost data would warrant a further increase or reduction in the rate of duty.

Second, the Commission refers to the provision of Section 315, which prohibits removing an article from the free list to the dutiable list or vice versa. The Commission states that because of this limitation it has been unable to take action on many applications. Third, the Commission points to a conflict in the provisions of the section regarding the effective date of the President's proclamations on changes in rates. In one place the law provides that the change shall take effect 30 days thereafter and in another place, 15 days.

Fourth, the Commission's report states that it is having difficulty in administering Section 315 because the law does not state specifically whether transportation costs shall be included in cost of production. The Commission advised that since receipt of an opinion by the Attorney General all cost comparisons have included transportation costs.

Finally, the Commission again invites the attention of Congress to the difficulties which have arisen in trying to ascertain foreign production costs, and explains that in some instances it has been compelled to resort to invoice prices as the best evidence, supplemented with such other data as may be available.

Mellon Reports Alcohol Progress

The past year has seen an improvement in the permissive control of industrial alcohol and intoxicating liquors, Secretary of the Treasury Mellon stated in his annual report to the President, and according to J. M. Doran, Commissioner of Prohibition, the Prohibition Bureau will recommend no legislation by Congress this session with respect either to alcohol or medicinal spirits. Dr. Doran states that there would be no purpose in bringing up again the bill proposed by Lincoln C. Andrews, when Assistant Secretary of the Treasury, as withdrawals now are decreasing instead of increasing and manufacture has been regulated with the voluntary co-operation of the industry.

Commerce Department's Work

In his annual report Secretary of Commerce Hoover declared that the fiscal year ended July 1 "continued the economic progress which has now been characteristic of American industry for six years. It exceeded," he said, "all previous records in volume of production and consumption, and in the physical quantity of exports and imports. There was very little unemployment, except during a moderate recession near the end of the year, and the rate of real wages

remained higher than anywhere else in the world or than at any other time in world history. The high prosperity of the year did not represent merely an upward swing in the business cycle but was the result of that general and permanent progress the extent and causes of which are more fully set forth in a later section of this report. There were, to be sure, a few aspects of American business which were less satisfactory, as, for example, the coal and textile industries, the relatively low price of cotton with its depressing effect upon the farmers of large regions of the South, and some continued depression in agriculture of the mid-West, although improvement is taking place since the fiscal year in both sections."

Advisory Committee Enlarged

The membership of the chemical advisory committee of the Department of Commerce has been extended by Secretary of Commerce Hoover to include a wider representation of the industry. The personnel of the committee has been increased from eight to sixteen. The new members are:

Frank A. Blair, The Centaur Co.; Gilbert Colgate, Colgate & Company; Lamont du Pont, E. I. du Pont de Nemours & Co.; Chas. L. Huisking, Chas. L. Huisking, Inc.; H. C. Parmelee, McGraw-Hill Publishing Co.; Frederick Rosengarten, Merck & Co.; J. T. Skelly, Hercules Power Co.; Walter Teagle, Standard Oil Co. of New Jersey.

The new members will serve with the members appointed three years ago when the committee was created to act as a liaison body between the chemical industry and the Department of Commerce. The initial membership of the committee includes the following:

A. Cressy Morrison, Chairman, Union Carbide & Carbon Corp.; H. E. Howe, Secretary, Industrial & Engineering Chemistry; Leo H. Baekeland, Bakelite Corporation; Dr. A. S. Burdick, Abbott Laboratories; Henry Howard, Grasselli Chemical Co.; Gustavus Ober, G. Ober & Sons Co.; E. T. Trigg, John Lucas & Co.; S. W. Wilder, Merrimac Chemical Co.

A meeting of the committee was held on December 12.

It was decided at the meeting that there should be another conference of the leading executives of the chemical and allied industries in Washington. This conference will be similar to that held a year ago when 200 key men in the industry attended, and will take place about the middle of February. In the opinion of the department's advisory committee such conferences are desirable for the purpose of discussing matters of mutual interest and to acquaint the representatives of the industry more fully with the facilities available through the Chemical Division.

It was the consensus of opinion at this meeting that, particularly at this time, a close liaison should be maintained between the Department of Commerce and the industry in order to keep the latter promptly and accurately informed of the significance of the cartel movement abroad. The advisory committee approved the efforts of the Department

in building up a more adequate service on behalf of the chemical industry and urged that steps be taken to increase further the scope of the service which is now being rendered, particularly by the foreign representatives of the Department.

For the purpose of advising the industry at first-hand of conditions in Europe as they affect the domestic industry the committee suggested that the Commerce Department's trade commissioners at Berlin, London, Paris and Rome should be permitted to return to the United States for the meeting in February.

Secretary of Commerce Hoover, Dr. Julius Klein, director of the Bureau of Foreign & Domestic Commerce; C. C. Concannon, chief of the Chemical Division, and other Department officials met with advisory committee. The following members were present: A. Cressy Morrison, chairman, Union Carbide & Chemical Corporation, New York City; H. E. Howe, *Journal of Industrial & Engineering Chemistry*, Washington, D. C.; Dr. Leo H. Baekeland, Bakelite Corporation, New York City; Dr. A. S. Burdick, Abbott Laboratories, Chicago; Gilbert Colgate, Colgate & Co., Jersey City; Charles L. Huisking, New York City; Gustavus Ober, G. Ober & Sons, Baltimore; H. C. Parmelee, McGraw-Hill Publishing Co., New York City; Frederick Rosengarten, Merck & Co., Philadelphia; E. T. Trigg, John Lucas & Co., Philadelphia; and S. W. Wilder, Merrimac Chemical Co., Boston.

Expansion in Toilet Goods

Data portraying the growth of the chemical industry in the last 25 years was presented at the meeting. With respect to toilet preparations, the survey states:

"It has now become the custom for practically everyone, no matter how limited the income, to use tooth pastes, talcum and other powders, perfumery, and cosmetics in general. This branch of the industry, therefore, also made remarkable strides, to almost \$150,000,000 in 1925. Considering the number of beauty parlors and barber shops in the large cities, and the fact that many of them compound their own preparations, it will be realized that this figure is probably much too low.

"With the rapid expansion in the domestic toilet preparations industry, dependent as it is upon France for the bulk of its perfume materials, imports of this group advanced 700 per cent to \$11,500,000 in 1926."

New Drug Man in Department

J. N. Taylor, of Smyrna, Del., has been appointed to the Chemical Division, to be in charge of Drugs and Fine Chemicals, it was announced today by Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce. Mr. Taylor has degrees in chemistry from George Washington University and has had practical experience in the drug industry prior to entering the Government service.

Mr. Taylor has been connected with the Bureau of Chemistry of the Department of Agriculture in Washington and has been in direct contact with the problems and personalities involved in the American drug and pharmaceutical industry. It is expected that Mr. Taylor's association with the Chemical Division of the Bureau of Foreign and Domestic Commerce will be productive of extremely helpful results in promoting the interests of the American drug and pharmaceutical industry.

Humphrey Chairman of F. T. C.

Commissioner William E. Humphrey will act as chairman of the Federal Trade Commission during the ensuing year,

Russian Cosmetic Trade Thriving

War, revolution, civil strife and the rebuilding of Russia, have not lessened the desire of the Russian woman to appear physically attractive, writes Frederick Kuh, staff correspondent of the *United Press*. Mr. Kuh continues:—"Since my last visit to Moscow two years ago, women have improved their dress, taken to the lipstick and the powder-puff, tidied their appearance and introduced a splash of color into their garments.

"I asked girls and women there how they spent their money. Most of them answered that cosmetics come first in their little budgets, after the bare necessities of food, rent and clothing are attended to.

"The director of one of the biggest cosmetic factories in Russia even asserted, in a *United Press* interview, that many poor women will buy toilet soap, facial cream or perfume before purchasing bread.

"Our factory known as the 'Teje' is producing over three times more cosmetics than before the war when it was privately owned," Podvitz said. "According to my observations, hosts of Russian women spend their money on cosmetics before buying things for the home. Our factory is turning out twenty-five times more facial cream than in 1921, and our production of soap, dental appurtenances and perfumes, has grown proportionately. Nor has women's demand for cosmetic been stimulated artificially because we do no advertising."

"I spoke to a woman who exchanged a lip-stick for five pounds of ham in the Crimea at a time when that country was ravaged by famine; a starving woman survived by distributing pinches of French face-powder in exchange for a three months' supply of wheat flour.

"In Russia where popular fashions as they come and go in New York, Paris and Vienna, are unknown, the knock-knacks of a woman's dressing-table have become necessities."

Court Upholds Pennsylvania's Store Ownership Law

The constitutionality of the Pennsylvania law stipulating that all stockholders of chain drug store companies must be registered pharmacists was sustained December 9 by Federal judges, sitting as a special court of equity. The suit was brought by the Louis K. Liggett Company, a subsidiary of the United Drug Company, and one of the largest chain store operators in the country. It sought injunctions to restrain Pennsylvania officials from enforcing the law. Neither this decision nor the law affect the chain stores that were in existence prior to passage of the act on May 1. But no new stores can be opened.

Perfumes and Essences Included in New Honduran Tax

A new Honduran stamp tax law, recently approved by the Honduran Congress, will become operative before January 1, and the following commodities, among others, will be subject to the tax: Imported mineral waters, imported perfumed waters, imported essences, imported ordinary soaps, and imported perfumes.

succeeding Commissioner Charles W. Hunt, under the rotation rule of the Commission providing that each commissioner in turn shall serve one year as chairman.

In a stipulated case recently decided by the Federal Trade Commission, the respondent has agreed to cease and desist advertising soap, bath salts or tablets as remedies for the reduction of obesity.

Complete Text of the A. M. A. Cosmetics Bill

A BILL to prevent traffic in and transportation or adulterated and misbranded cosmetics in interstate and foreign commerce; to prevent the manufacture, transportation, and commercial use of, and traffic in, adulterated and misbranded cosmetics in the Territories and the District of Columbia; and for other purposes.

* * * * *

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled.

Short Title: This act may be cited as the "Federal Cosmetic Act, 1928."

Definitions:

Section 2. The terms defined below have in this Act the meanings there assigned to them respectively, unless the context otherwise requires, namely:

Cosmetic. "Cosmetic" means a substance or mixture of substances that is intended for direct application to the skin, mucous membrane, hair, teeth, or nails with a view to altering the appearance thereof or concealing blemishes, or defects therein;

Provided, that the fact that a substance or mixture of substances is intended to alter the appearance of the skin, mucous membrane, hair, teeth, or nails by direct application to them or to any of them, by preventing, or relieving, or curing disease, defect, or injury thereof, or is represented by the manufacturer, packer, or vendor thereof as adapted to use for such purpose, shall not deprive such substance of its character as a cosmetic within the meaning of this law, but all such substances and mixtures shall be subject to the provisions of this Act and also to the provisions of all laws now or hereafter in force in relation to interstate and foreign commerce in drugs and in relation to the practice of pharmacy and the manufacture, distribution, and sale of drugs in the District of Columbia and in the Territories; and

Provided further, that a substance or mixture of substances prepared or compounded by a registered pharmacist to prevent, relieve, or cure disease, defect, or injury of the skin, mucous membrane, hair, teeth, or nails, on the prescription of a person authorized by law so to prescribe, and for the benefit of a patient under the care of the prescriber, is not a cosmetic within the meaning of this Act; and

Provided further, that any substance or mixture of substances bearing only a name recognized by the United States Pharmacopœia or by the National Formulary and manufactured, transported, exported, held or offered for sale, sold, or commercially used without claim of cosmetic value is not a cosmetic within the meaning of this Act.

Commercial Service. "Commercial Service" means service rendered for recompense or reward in the pursuit of a profession, calling, or trade, whether such recompense or reward be paid as such or as a part of the price charged for materials used in the rendering of such service.

United States Pharmacopœia and National Formulary. "United States Pharmacopœia" and "National Formulary" and the abbreviations "U. S. P." and "N. F." mean the United States Pharmacopœia and the National Formulary, as the case may be, official at the time of the Act or omission that forms the basis of proceedings under this Act.

Adulterated. A cosmetic is adulterated—

(a) If it contains any substance named below, or any salt, compound, or derivative thereof, namely: arsenic, lead, or mercury;

(b) If it contains phenol in excess of ten per cent. by weight in a fatty or other solid or semi-solid base or in excess of three per cent. by weight in any solution.

(c) If it contains any hydrofluoric acid or any soluble salts derived from it;

(d) If it contains the hydroxide of barium, calcium, lithium, potassium, sodium, or strontium, or ammonium hydroxide, in excess of one per cent.; or if it contains methyl alcohol, or paraphenyldiamin or any chemical homologue thereof;

Provided, however, that germicidal soaps, sold as such, plainly labeled to show that fact, and containing any of the ingredients named in this section shall not be deemed to be adulterated if plainly and conspicuously labeled so as to show each such ingredient contained therein and the proportion by weight that it bears to the weight of the entire mass; and

Provided further, that a cosmetic that is in process of being manufactured for immediate export to a foreign country or is being held for such export shall not be deemed to be adulterated if its composition and labeling conform to the requirements of the laws of the country to which it is to be exported, and if it is manufactured and packed in conformity with the directions of a buyer in that country, or if it is intended for immediate shipment to a regularly maintained branch establishment or sales agency in that country, there maintained by the exporter, and if it be in fact so exported.

Misbranded. A cosmetic is misbranded—

(a) If its package or label or any advertisement of it contains any statement, design, or device that is false, misleading, or deceptive;

(b) If it is an imitation of or offered for sale under the name of another article;

(c) If its inner and outer package labels and all advertising leaflets, circulars, and pamphlets issued by the manufacturer, packer, and vendor do not show plainly and conspicuously, in terms of common speech as nearly as may be, the presence of such of the substances named below, if any, as is contained therein and the percentage by weight that each such contained substance bears to the weight of the entire mass; (1) Phenol, if not in excess of ten per cent. by weight in a fatty or other solid or semi-solid base or not in excess of three per cent. by weight in solution; (2) The hydroxide of barium, calcium, lithium, potassium, sodium, or strontium, or ammonium hydroxide, if not in excess of one per cent. by weight; (3) Calcium oxide; (4) Hydro-sulphuric acid (hydrogen sulphide) or any of its salts, including the polysulphides; (5) Free formaldehyde; (6) Cantharides; (7) Formic acid; and (8) Salicylic acid; (9) Powdered orris root; (10) Water soluble salts of aluminum.

(d) If the inner and outer package labels, advertising leaflets, circulars, and pamphlets issued by the manufacturer, packer and vendor do not show the pres-

ence of such of the substances named below as is contained therein, if any, and of its salts, compounds, and derivatives thereof, and the percentage by weight that each such substance bears to the weight of the entire mixture, namely: (1) Barium, except barium sulphate, U. S. P.; (2) Bismuth; (3) Cadmium; (4) Cobalt; (5) Copper; (6) Nickel; (7) Pyrogallie acid; (8) Silver; (9) Oxalic acid; (10) Tin; (11) Zinc, except zinc carbonate and zinc oxide, U. S. P.; and prepared calamine, N. F.; (12) Resorcinol; (13) Thallium; (14) Belladonna; (15) Mydriatic alkaloids.

(e) A cosmetic (except soaps, dentifrices, and mouth washes) that contains any substance required by this section to be declared on labels and in advertisements, is misbranded if the inner and outer package labels are not marked plainly and conspicuously, "For External Use Only."

Provided, that a cosmetic that is in process of being manufactured for immediate export to a foreign country or is being held for such export shall not be deemed to be misbranded if its composition and labeling conform to the requirements of the laws of the country to which it is to be exported, and if it is manufactured and packed in conformity with the directions of a buyer in that country, or if it is intended for immediate shipment to a regularly maintained branch establishment or sales agency in that country, there maintained by the exporter, and if it be in fact so exported.

Territory. "Territory" includes the District of Alaska, the insular possessions of the United States, and the Canal Zone.

Person. "Person" means a partnership, association, and corporation as well as a natural person. It includes the plural as well as the singular. The act, neglect, omission, or failure of any officer, agent, or other person acting for or employed by any partnership, association, corporation, or by any natural person, shall be held, if within the scope of his employment or office, to be the act, neglect, or omission of such partnership, association, corporation, or natural person, as well as that of the person immediately responsible therefor.

Interstate commerce in and importation of adulterated and misbranded cosmetics forbidden.

Section 3. No person shall send or transport from any state or Territory or the District of Columbia into any other state or Territory or the District of Columbia, for sale or for commercial service, any cosmetic that is adulterated or misbranded within the meaning of this Act. No person shall knowingly receive for sale or for commercial service, in any state or Territory of the District of Columbia, from any other state or Territory or the District of Columbia or from any foreign country, any cosmetic that is adulterated or misbranded within the meaning of this Act.

Exportation of adulterated and misbranded cosmetics forbidden.

Section 4. No person shall export or offer to export to any foreign country any cosmetic that is adulterated or misbranded within the meaning of this Act.

Manufacture and sale of adulterated and misbranded cosmetics in the Territories and in the District of Columbia forbidden.

Section 5. No person shall within any Territory or within the District of Columbia (a) manufacture for sale or for

commercial service, (b) hold or offer for sale or for commercial service, (c) sell, or (d) use in commercial service any cosmetic that is adulterated or misbranded within the meaning of this Act:

False guaranty forbidden.

Section 6. No person shall guarantee that any cosmetic subject to the provisions of this act is not adulterated or misbranded within the meaning of this Act when such cosmetic is in fact so adulterated or misbranded.

Secretary of Agriculture to execute and enforce Act.

Section 7. The Secretary of Agriculture shall enforce the provisions of this Act. To that end, he may cause investigations, inspections, analyses and tests to be made. He may cause samples to be collected of any substance or mixture of substances that may reasonably be believed to be a cosmetic within the meaning of this Act, and for any sample so collected he may, if the person from whom said sample is obtained so requests, pay the reasonable market value thereof. If it appears from such investigation, inspection, analysis, or test as the Secretary of Agriculture deems expedient, that the cosmetic so sampled or any other cosmetic is adulterated or misbranded within the meaning of this Act and that the manufacture, holding or offering for sale, export, transportation, or the use thereof in commercial service is unlawful within the meaning of this Act, the Secretary of Agriculture shall so notify any person or persons whom he may believe to be liable for prosecution and give such person or persons an opportunity to be heard, under regulations previously prescribed to govern such hearings. If it appears that the provisions of this Act have been violated, the Secretary of Agriculture shall at once certify the facts to the proper United States District Attorney, with a report of the results of the investigation, inspection, analysis, or test, duly authenticated under oath by the person or persons by whom the same was made.

In the discharge of his functions under this Act, the Secretary of Agriculture is authorized

(a) To prescribe and promulgate such regulations as may be necessary;

(b) To fix such limits of tolerance as he may deem necessary with respect to the presence of any substance that, without neglect or intent on the part of the manufacturer, may find its way, as an impurity, in the ingredients used in the manufacture thereof.

(c) To co-operate with any department or agency of the Federal Government or with the government of any State, Territory, or the District of Columbia and with any department, agency, or political subdivision thereof, or with any person;

(d) Subject to the civil service laws to appoint, and in accordance with the Classification Act of 1923, to fix the salaries of such officers and employees as may be required for the execution of the functions of the Secretary of Agriculture under this Act and as may be provided for by the Congress from time to time;

(e) To make such expenditures (including expenditures for personal service and rent at the seat of government and elsewhere, and for law books, books of reference, and periodicals) as may be required for the execution of the functions vested in the Secretary of Agriculture by this Act and as may be provided for by the Congress from time to time.

(f) To give notice, by publication in such manner

as the Secretary of Agriculture may by regulation prescribe, of the judgment of the court in any case under the provisions of this Act.

Any act authorized to be done by the Secretary of Agriculture may be performed by any assistant or agent designated by him. Hearings to be held by the Secretary of Agriculture and references to United States District Attorneys based on such hearings or otherwise may be held and made by officers and employees of the United States Department of Agriculture and officers and employees of health, medical, and drug departments of the several states charged with the enforcement of the health and pharmacy laws thereof, when designated for that purpose by the Secretary of Agriculture.

Provided, that nothing in this Act shall be construed as authorizing the Secretary of Agriculture to compel the disclosure of any secret formula or secret process of the cosmetic industry.

Samples to be delivered on demand.

Section 8. Any person having in his custody or control any substance or mixture of substances that is a cosmetic, or may reasonably be believed to be a cosmetic, within the meaning of this Act, and which is being manufactured, held or offered for sale, exported, transported, sold or used in commercial service under circumstances which, if it is a cosmetic, brings it within the purview of this Act, shall on demand of a duly accredited officer, agent, or employee of the United States Department of Agriculture or of any department, bureau, or office of any State, Territory, or the District of Columbia, charged with the enforcement of the food and drug laws of that jurisdiction, deliver to him a sample of such substance or mixture of substances sufficient and suitable for investigation, inspection, analysis, and test;

Provided, that if demand be made for payments by the person having custody or control of such substance or mixture of substances, the officer, agent or employee requesting such sample shall pay or tender the reasonable market value thereof before delivery is made.

Interference with enforcement officers forbidden.

Section 9. No person shall obstruct or hinder the Secretary of Agriculture or any officer, agent, or employee of the Department of Agriculture in the discharge of any duty imposed on him by the provisions of this Act.

Seizure and condemnation of adulterated and misbranded cosmetics authorized.

Section 10. A cosmetic that is adulterated or misbranded within the meaning of this Act and

(a) That is being or has been transported from one State, Territory, or the District of Columbia, to another State, Territory, or the District of Columbia, for sale or for commercial service; or

(b) That is being held or offered for sale or is being or has been sold, or that is being used in commercial service in any Territory or in the District of Columbia; or

(c) That is being transported to a foreign country otherwise than is permitted by this Act; or

(d) That has been or is being imported from a foreign country for sale or commercial service may be proceeded against at the suit and in the name of the United States in any district court of the United States within

the district wherein such cosmetic is found and may be seized for confiscation by a process of libel for condemnation. Proceedings in such cases shall conform, as nearly as may be, to suits *in rem* in admiralty, except that either party may demand trial by jury on any issue of fact if the value in controversy exceeds \$20. In case of a jury trial, the verdict of the jury shall have the same effect upon the facts as a finding by the court.

If any cosmetic so proceeded against is condemned as adulterated or misbranded, it shall be sold or destroyed, or it may be delivered to the owner thereof as hereinafter authorized, as the court may direct. If any cosmetic is so condemned and sold because it is misbranded, the court may require the purchaser thereof to label such cosmetic in accordance with the law before the delivery of such cosmetic to him or may require a good and sufficient bond to the effect that said cosmetic will be so labeled, as a condition to delivery. A cosmetic so condemned shall not be sold in any State, Territory, or the District of Columbia contrary to the provisions of this Act or of the laws of such jurisdictions. If a cosmetic be sold, the proceeds for the sale, plus the legal costs and charges, shall be paid into the Treasury of the United States as miscellaneous receipts. In any event, upon the payment of the costs of the libel proceedings and the execution and delivery of a good and sufficient bond to the effect that such cosmetic shall not be sold or otherwise disposed of contrary to the provisions of this Act or of the laws of any State, Territory, or the District of Columbia, the court may direct that such cosmetic shall be delivered to the owner or the consignee thereof.

Inspection of cosmetics offered for import: Exclusion of adulterated and misbranded cosmetics.

Section 11. On the request of the Secretary of Agriculture, the Secretary of the Treasury shall deliver to him for inspection, analysis, and test, samples of cosmetics that are being imported or offered for import into the United States, giving notice thereof to the owners or consignees of the cosmetics so sampled.

Whenever the Secretary of Agriculture has reason to believe that a cosmetic is being imported into the United States, or is offered for import, in violation of the provisions of this Act, he shall certify such facts to the Secretary of the Treasury, who shall thereupon either refuse admission and delivery of such cosmetics to the consignee thereof, or if he deems it proper to do so, he may deliver the same to the consignee, pending examination, hearing, and decision on the execution by the said consignee of a penal bond for the full amount of the invoice value of such cosmetic, together with the duty thereon, if any, and to the effect that on refusal to return such cosmetic to the Secretary of the Treasury when demanded, for the purpose of excluding it from the country or for any other purpose, the consignee shall forfeit the full amount of the bond. If the Secretary of Agriculture, after such investigations, inspections, analyses, and tests as he may deem necessary, is still of the opinion that such cosmetic is being imported or offered for import in violation of the provisions of this Act, he shall give to the owner or consignee thereof due notice and an opportunity to be heard.

If after proceedings in accordance with the preceding paragraph of this section, the Secretary of Agriculture is of opinion that the cosmetic that is being imported or offered for import is being imported or offered for import in

violation of the provisions of this Act, he shall certify that fact to the Secretary of the Treasury. The Secretary of the Treasury shall thereupon notify the owner or consignee and cause the sale or destruction or other disposition of such cosmetic so refused admission and delivery, or entered under bond, unless it is exported by the owner or consignee, or if misbranded, it is labeled by him so as to conform to the law, within three months from the date of such notice, under such regulations as the Secretary of the Treasury may prescribe. All charges for storage, cartage, or labor on any substance refused admission or delivery, or entered under bond, shall be paid by the owner or consignee. In default of such payment such charges shall constitute a lien against any further importations by such owner or consignee.

Guaranties as exempting from prosecution.

Section 12. No person shall be liable to prosecution or conviction:

(a) For shipping from a State, Territory, or the District of Columbia into any other State, Territory, or the District of Columbia, or into any foreign country, or

(b) For receiving in any State, Territory, or the District of Columbia from any other State, Territory, or the District of Columbia, or

(c) For holding or offering for sale, or for selling, or for using in commercial service, in any Territory, or the District of Columbia,

any adulterated or misbranded cosmetic, after such person has produced and proved a valid guaranty, signed by a vendor residing in the United States, or if the vendor resides in a foreign country, then by his authorized agent in the United States, from whom said person purchased the cosmetic that forms the basis of investigation or prosecution; but said guaranty shall not be of force and effect unless it states the full name and residence in the United States of such vendor, or, if executed by an agent for a vendor residing in a foreign country, unless it show the full name and the residence in the United States of such agent and embodies legal evidence of such agency, and guarantees that such cosmetic is not adulterated or misbranded within the meaning of this Act; but if any such cosmetic so guaranteed be found to be adulterated or misbranded, the guarantor, whether he be vendor or agent, shall be liable to the penalties provided by section 14 of this Act.

Common carriers and public warehousemen exempt under certain conditions.

No regularly established common carrier and no licensed public warehouseman that in the ordinary course of business receives, holds, or transports an adulterated or misbranded cosmetic shall be liable to any penalty provided by this Act for receiving, holding, or transporting such cosmetics generally.

Burden of proving exemption.

In any complaint, information, indictment, or other writ or proceeding based or brought under this Act, it shall not be necessary to negative the exemptions provided in this section or any other exemptions provided by the Act, but the burden of proving such exemptions shall be on the defendant.

United States District Attorneys to enforce this Act.

Section 13. It is the duty of each United States District Attorney to whom the Secretary of Agriculture reports any

violation of this Act, or to whom any health, medical, or drug officer or agent of any State, Territory, or the District of Columbia presents satisfactory evidence of any such violation to cause proceedings under this Act to be commenced and prosecuted in the proper courts of the United States, without delay, for the enforcements of the condemnation and of the penalties provided herein.

Penalties.

Section 14. Any person violating any provision of this Act shall on conviction of his first offense be punished by a fine not exceeding one hundred dollars, and on conviction of any subsequent violation of the same or any other provision of this Act he shall be punished by a fine not exceeding five hundred dollars, or by imprisonment not exceeding one year, or by both such fine and imprisonment in the discretion of the court.

Separability clause.

Section 15. If any provision of this Act is declared unconstitutional, or the applicability thereof to the person of circumstance is held invalid, the constitutionality of the remainder of the Act and the applicability thereof to other persons and circumstances shall not be affected thereby.

Acts saved; repeal of inconsistent Acts.

Section 16. The provisions of this Act are in addition to and not in substitution for the provisions of the following acts:

(a) The Food and Drugs Act, approved June 30, 1906, as amended.

(b) The Insecticide Act of 1910, as amended.

(c) An Act to regulate the practice of pharmacy and the sale of poisons in the District of Columbia and for other purposes, approved May 7, 1906, as amended.

All other acts and parts of acts contrary to the provisions of this Act or inconsistent therewith are hereby repealed.

Time of taking effect.

Section 17. This Act shall be in force and effect from and after the expiration of six months after the date of its approval.

Queen Mary Sells Soap and Perfumery

(Special Correspondence)

LONDON, December 10.—A fete in aid of the parish church held in the grounds of Balmoral Castle, which was attended by over five thousand people of all classes from the surrounding district, was honored by the presence of King George and Queen Mary, who not only supported the fete in person, but "kept shop" for the first time in their lives, and, as will be imagined, with a marked degree of success.

For quite three hours the king, who wore highland dress, rolled up his sleeves and with open coat did a steady trade in flowers, including the native white heather, which was much in demand, so much in fact that his majesty ran out of stock, and so later customers had to be content with sweet peas and other flowers.

The queen was in attendance at a stall, where among other articles, she sold dolls, bags, cushions and soap, and it was agreed on all sides that she proved herself to be a very smart saleswoman.

One customer wanted soap. "Any more soap?" called out the queen. The next instant she exclaimed, "No, we are out of soap, but we have some very nice perfume."

Review of Proposed Cosmetics Bill

Inconsistencies Are Numerous in the A. M. A. Measure

Harmless Home Remedies Would Require Prescription

by Dr. Curt P. Wimmer of Columbia University, New York

THE preliminary draft of the proposed federal anti-cosmetics bill has been submitted to me for critical examination. As I understand it, this is not the final form in which it is intended to be introduced into Congress this coming session. The very action of representatives of the American Medical Association in submitting the proposed bill to various interested bodies for criticisms and comment is evidence of their desire to be fair and to give to the fellow affected by the bill at least somewhat of a chance.

When the American Medical Association adopted, at the urging of its active Committee on Cosmetics, a resolution to seek legislation along these lines, it was my hope and expectation that a reasonable and conservative attitude would be assumed, such as would be befitting the great body of physicians making up the Association. I still believe that this will be the case, and that the draft as now submitted is the work of merely a few over-zealous committee men who will plead "Non Vult" when it is pointed out to them what this bill will mean to the manufacturer, distributor, and retailer. Let us go over the provisions of the proposed bill and see what they mean.

The proposed bill defines as a cosmetic "a substance or mixture of substances intended for direct application to the skin, mucous membrane, hair, teeth or nails, with a view to altering the appearance thereof, or concealing blemishes or defects therein." In the following paragraph, this definition is modified so as to include all substances or mixtures of substances intended for external use, with a view to preventing or relieving or curing disease or defect or injury of the skin, mucous membrane, hair, teeth or nails.

Then two exceptions are made: 1. Prescriptions written by physicians for the above when compounded by registered pharmacists and for the benefit of patients under the care of physicians. 2. Substances or mixtures bearing names recognized by the U. S. Pharmacopeia and National Formulary when sold without claim of any cosmetic value.

A "Commercial Service" clause is provided, the intent of which is to cover cosmetics sold or used in beauty parlors, barber shops, drug stores, etc.

A cosmetic is declared "adulterated," which means that it may no longer be manufactured, used in commercial service, held or offered for sale, etc., if it contains any of the following:

1. Arsenic, lead and mercury, or any salt, compound or derivative thereof.
2. Phenol over 3% when in liquid form, or 10% when in ointment form.
3. Hydrofluoric acid or any soluble salt thereof.
4. Hydroxides of barium, calcium, lithium, potassium, sodium, strontium or ammonium, in excess of 1%, wood alco-

hol, or paraphenylene diamine or any homologue thereof.

It is my contention that there is no necessity or justification for outlawing the use of the above-named substances.

It is true that some of them have produced irritations of the skin in a few cases, but the number of irritations is negligibly small when compared with the number of uses and applications that have been made of these substances. The same is true of lead salts, and also of mercury. Our skin has an outer horny layer which effectively protects us from absorption of such substances. Authorities admit and state in various publications that lead and arsenic salts are not absorbed through the skin. Ammoniated mercury and calomel (a mercury salt) have been used in hundreds of thousands of cases, and bichloride of mercury in 1:1000 solution has been the stand-by of the medical profession for many years. The cases of lead poisoning cited in some of the medical literature are invariably cases which happened in lead compound factories where laborers are immersed in vapors of it continuously, and lead poisoning is set up by inhalations of the fumes. Lead acetate is such a useful substance for various external purposes that it would be folly to prohibit its use.

Another effect which the above clause would have if the bill were passed, would be to compel people to seek the physician's prescription for the simplest disorder of the skin. Take for example a mild case of poison ivy. One of the best remedies we have for that is a solution of lead acetate in diluted alcohol. Under the terms of the anti-cosmetic bill this could not be prepared or sold excepting upon a doctor's prescription. And the ridiculous part of the thing is that the pure, strong, powdered lead acetate, as well as the pure and strong arsenious acid, could be sold, since they are official in the U. S. Pharmacopeia.

The use of powdered lead oleate in foot powders, or in corn plasters, would be prohibited; moreover, I should be compelled to have a physician's prescription if I wanted to apply a few drops of Mercurochrome to a slight cut in my finger.

I fail to understand the reason for the prohibition of the hydroxide of calcium. This is not even soluble in water to the extent of 1%, its maximum solubility being 0.14% at ordinary temperature. In this strength it is used as lime water, which is given internally to babies. Barium, lithium and strontium hydroxides are but little more soluble, yet are never used in cosmetics to my knowledge. It appears to me that the gentleman compiling this list must have looked up a textbook on chemistry and copied the alkalis in alphabetical order from it. Solutions of potassium and sodium hydroxides have been used for purposes of softening the hard nails (side-nails) in manicure work. They have not, to my knowledge, ever done any harm. Ammonium hy-



dioxide is ordinary ammonia, and by the term of this law we could not even buy a dilute solution of it to use on a mosquito bite. Many similar examples could be cited.

I am opposed to the prohibition of paraphenylene diamine and its homologues. In the first place the term "homologue" is ambiguous. The term is used by organic chemists to denote series of compounds which differ by the CH_2 group. If that is the interpretation of the term in this bill, paratolulene-diamine would also be proscribed, and that is a substance the harmfulness of which has never been attacked up to the present.

In the case of paraphenylene diamine we must compare the number of applications made as a hair dye with the alleged number of irritations produced by it. There are upward of 40,000 beauty shops in the United States. Some of them make as many as 25,000 applications of hair dye per year. Assuming an average of only 1,000 applications per year, this would give 40 million applications per year as a grand total. This does not mean, of course, that 40 millions of men and women have their hair dyed; the number of persons is much smaller, since a person requires a considerable number of applications per year to keep the same color shade. Most of these applications are made with paraphenylene diamine, since it is the most satisfactory dye we have for producing beautiful shades. Last spring, compilations made by the Cosmetic Committee of the A. M. A. and published in the *Journal of the American Medical Association*, showed only about 78 cases of irritation claimed to be due to this substance. I will even admit that not all cases have been reported and that there were more of them. However, the irritation is in most cases but slight and yields readily to treatment, leaving no scar.

I wish to make the point here that the dyeing of hair is not in all cases a matter of vanity; it is in most cases a matter of necessity. Many persons, both men and women, must retain their youngish looks to be able to get or to keep jobs. The number of applications per year of this dye goes way into the millions; the number of irritations therefrom form an insignificantly small percentage. The economic value of the hair dye is very much greater than the slight damage it can do. I am sure that automobiles do a thousand times more harm, comparatively speaking, but no physician has as yet advocated that their use be prohibited for that reason.

Furthermore, the categorical prohibition of the hair dye would seriously interfere with research work along these lines. I am convinced that most of the irritations are due either to impure dye or faulty technique, or to the fact that some of the beauty shop operators fail to recognize cases in which this dye should not be used. The remedy does not lie in prohibition but in education.

Physicians well know that similar irritations are caused by many other substances, merely to name phenolphthalein, quinine, antipyrine, shell-fish, strawberries, eggs, etc., etc.

Under the term of this proposed bill any cosmetic containing any substance mentioned below (in whatever small amount) must be labeled "For External Use Only" and must declare the presence of the substance on the label, circulars, advertising matter, together with the amount present: Phenol, hydroxides of barium, calcium, lithium, potassium, sodium, strontium or ammonium (if present in amount less than 1%); calcium oxide, hydrogen sulphide or its salts, formaldehyde, cantharides, formic acid, salicylic acid, orris root, aluminum salts; barium, bismuth, cadmium, cobalt copper, nickel, pyrogallol acid, silver, oxalic acid, tin, zinc (except carbonate and oxide), calamine, resorcin, thallium,

belladonna, mydriatic alkaloids. This list is so comprehensive that hardly any cosmetic can be found which could escape the provision.

To show, however, how ill-considered and inconsistent this labeling provision is, I want to point out a few cases. Take for example the case of certain preservatives used in cosmetic preparation. Salicylic acid or formaldehyde in small amounts in massage creams, or in hair-waving lotions, would have to be declared. The mention of aluminum salts would compel every manufacturer of a face powder to declare the amount of aluminum silicate in his talc or kaolin; the mention of zinc would require the declaration of the presence of zinc stearate; the mention of tin would require every box of nail polish powder to declare the amount of tin oxide used. I am constrained to ask: Why? What earthly good is it supposed to accomplish? Every jar of cold cream would have to have a label affixed stating the exact alkalinity of the cream!

At the present time, the "External Use" label means what it says. It is used to warn people that the material so labeled is actually a deadly poison if used internally. Such labels are now used in cases of tincture of iodine, chloroform liniment, etc. But imagine an "External Use" label on a box of face powder, on a lipstick, or on a compact, or on a bottle of perfume, or on a box of nail polish powder. Practically every cosmetic would have to have such a label affixed. It would be ridiculous; an insult to the intelligence of the American people. Moreover, it would cheapen the now respected "External Use" label.

As to the declaration of the contents of cosmetics, this would in many cases amount to formula disclosure (which, it is claimed, is not the purpose of this bill). The declaration would in some cases keep people from using certain cosmetics, although they be absolutely harmless. It would also interfere with the artistic and beautiful appearance of the package, which factors are of great importance. Manufacturers would have to adopt new labels, new packages, all of which would entail great expense without compensatory relief from any existing necessity of protection of the public. Another dangerous feature of the bill is that the Secretary of Agriculture, or someone appointed by him to act, is authorized to make rules and regulations as may be necessary. This clause delivers, in my opinion, the entire industry into the hands of the authorities, bound hand and foot.

The apparatus set up in this bill for its enforcement is most elaborate and will entail expense to the taxpayer which is absolutely out of proportion to any good that its proponents can possibly see in it.

In conclusion, I will merely reiterate that in my opinion there is no necessity or justification for enacting a bill such as proposed. I claim that up to date, physicians have not produced proof of sufficient damage done by the cosmetics industry to justify restrictions. If they will take energetic steps to stop and prevent fraudulent and misleading advertising, if they will take energetic means to prevent persons not qualified from practicing medicine, I am sure every right-minded person will support such efforts most heartily.

But the proposed draft of this anti-cosmetics bill is unnecessarily oppressive to every one concerned excepting the physician. The bill, if introduced into Congress in its present form, should find the most determined opposition of manufacturers, distributors, retailers and, last but not least, the general public. There is no doubt in my mind that this will come about just as soon as the facts in the case are generally known and appreciated.

Rulings Affecting the Use of Alcohol

Dr. Doran Holds Up the One Gallon Container Labeling

Whisky Barred in Ginger; Grape Juice Legal

Check Up on Liquor Subterfuges

WASHINGTON, December 15.—The National Drug Trade Conference at its recent annual meeting in this city decided to recommend to Dr. James M. Doran, Commissioner of Prohibition, that the requirement of Section 1110 of Regulations 2 should be permitted to remain in suspension. This provision of the new regulations would require that toilet preparations, flavoring extracts, etc., put up in containers of one gallon or less shall bear commercial labels showing the name and address of the manufacturer, or of the distributor and the permit number of the manufacturer, unless the manufacturer of a product marketed under a trade name files with the district administrator a statement setting forth such trade name, the kind of preparation, the permit number under which it is manufactured, and the name and address of the manufacturer.

The executive committee of the conference took up this matter with Dr. Doran later, and it is probable that this requirement for labeling the product to denote its origin will be permitted to remain under suspension indefinitely unless the Flavoring Extract Manufacturers' Association can suggest to the Bureau how it can be carried out effectively. The regulation was advocated by the flavoring extract manufacturers on the ground that identification of the manufacturer or distributor would tend to discourage the marketing of so-called extracts intended for beverage purposes.

Overtime Operation of Plants Using Alcohol

The attention of manufacturers in the perfumery, toilet preparations and flavoring extract industries using alcohol has been newly directed to the following part of Article 126 of Regulations 3:

"Whenever a manufacturer qualified to use specially denatured alcohol proposes to operate at hours other than between 7 o'clock a. m. and 6 o'clock p. m. or on Sundays and legal holidays, notice of intention to manufacture should be first submitted to the administrator and his approval therefor obtained."

In connection therewith the Prohibition Bureau has issued the following interpretation of the regulation:

"The provision of Article 126, Regulations 3, referred to, was not intended to apply to legitimate manufacturers or in any way to hamper the operations of legitimate industry. Its sole purpose was to enable the Administrators to control more effectively the operations of illegitimate concerns which either operate their plants during hours when they cannot be effectively supervised or which undertake to account for the possession of suspicious quantities of merchandise by alleging that same were produced during overtime operations.

"Of course, it will be understood that the regulation has no bearing whatever upon any plant operations which do not involve the use of denatured alcohol."

In further elucidation of the situation Commissioner Doran has made public the following ruling:

"You are advised that since Regulations 3 in no way pertain to the use of tax-paid ethyl alcohol for manufacturing purposes, the provision in question necessarily applies only to operations connected with the manufacture of products with specially denatured alcohol.

"The intent, however, of this requirement of regulations is that, in any case where the place of business of a manufacturer qualified to use specially denatured alcohol is to be open for the purpose of carrying on any of the necessary operations connected with the preparation for the market of articles with specially denatured alcohol, including the actual manufacture, packaging, labeling and shipment of the finished products, outside of the hours mentioned, the manufacturer must apply for and receive the approval of the administrator. At any plant at which specially denatured alcohol is authorized to be used and where it is necessary to carry on work in no way pertaining to the manufacture of articles with specially denatured alcohol or the preparation for the market and shipment of such articles, approval of the administrator would not be required."

Court of Appeals Bans Whisky for Use in Extracts

The United States Circuit Court of Appeals, by a vote of 2 to 1, refused on December 12 to permit H. Fox & Co. to withdraw whisky for use in the manufacture of ginger extract. The decision upholds the lower court and the contention of David H. Blair, former Commissioner of Internal Revenue; Chester P. Mills, former prohibition administrator, and John A. Foster, former administrator.

A permit to withdraw the whisky is refused despite the fact that Fox & Co. has permits to withdraw alcohol and other "liquor" for use in manufacturing extracts and also the fact that under the prohibition law there is no differentiation between "whisky" and "alcohol" when used for extract purposes. The prevailing opinion was written by Judges Learned Hand and Augustus N. Hand. Judge Martin T. Manton dissented.

Original Permit Denied

The permit to withdraw the whisky was originally denied by the Commissioner on the ground that there was no scientific need for it in place of alcohol. The District Court refused the permit on the ground that the application was not made in "good faith." Fox & Co. always enjoyed a "good reputation." At the trial it introduced the testimony of a chemist to show that ginger extract made of whisky instead of alcohol would be advantageous, despite the greater cost. Government chemists maintained that alcohol was as satisfactory and that whisky "contributed nothing" to the taste of the product. It also was maintained that though whisky was only half the proof of alcohol, it cost five times as much, had never been used before and that none of the practicing pharmacists called at the hearing ever had used it practically.

The prevailing opinion stated that "the circumstances were beyond question suspicious and the difference between suspicion and belief is one of degree. The plaintiff hit

upon his discovery at a time when not only was whisky extremely costly when used but immensely profitable if abused."

It concluded with the statement that "it is, of course, possible that in spite of all this the plaintiff had no other motive than he admitted, but to say that no reasonable person could have justly found the contrary seems to a majority of us unwarranted."

Sale of Grape Juice Held to Be Legal

Much interest has been taken here in the verdict of a jury in the Federal District Court at Indianapolis which held that the sale of grape juice in its unfermented state, even though it may turn to wine with an unlawful content of alcohol after it is in the hands of a purchaser, does not constitute a conspiracy to violate the Volstead act. The jury acquitted three officials and a salesman of the United Vineyards Association of Chicago and the California Vineyards Company who had been indicted on this charge.

Significance was attached to the verdict of the jury inasmuch as the companies have sold their products throughout the country. E. C. Yellowley of Chicago, prohibition administrator for Indiana, Illinois and eastern Wisconsin, said before the case went to the jury that in event of conviction action would be taken against similar operators in other cities.

George L. Winkler, deputy prohibition administrator for Indiana, said he would continue to press the case on other evidence. The Government had attempted to show that while the companies had not actually violated the law in selling the grape juice they had entered into a conspiracy with customers by selling them a beverage which would become intoxicating.

District Attorney Albert Ward charged that the United Vineyards Company sold the grape juice with "warnings" that if the product was not kept in a cool place and exposed to air, it would turn to wine. The company sold various grades of the juice which it was claimed turned into several varieties of wines.

Attorneys for the defendants disclaimed responsibility for the alleged violation of the law and declared that the only unlawful act was in the manner in which the grape juice was handled by customers if they allowed it to turn to wine.

Officials of the company indicated they might continue to sell their products. The overt act charged in the indictment was the selling of a five-gallon keg of the grape juice to a stenographer in Winkler's office, the juice later turning to wine containing, it was alleged, 12.85 per cent. alcohol.

More Specially Denatured Formulas Withdrawn

Commissioner Doran is planning a national campaign of federal agents in co-operation with police organizations in the checking up of appliances, compounds and appurtenances which appear to be used in making a wide variety of products from synthetic gin up and down. Many of these appurtenances, appliances and extracts, it is said, are really made for the liquor traffic, and they contribute to violation of prohibition law. Just where the line is to be drawn, however, between the things which go into drinks and those which go into purely legitimate flavoring extracts is difficult to find. However, the prohibition force is endeavoring to find the answer and to work up cases where prosecution is merited.

The campaign is designed deliberately to determine how far the Government can go in such cases, particularly where

it is shown that products are being misused. Dr. Doran believes there are many trick compounds, extracts and other products on the market that have no place unless alcohol can be found to use with them.

It is evident from the official reports that there is a host of articles on general and legitimate sale which the prohibition bureau considers as accessories to the illicit liquor traffic. There are concentrated powders, chemicals in liquid form, imitation charred wood, flavoring guaranteed to give the old time taste without making alcohol, coating for the inside of wine barrels and a long list of others. Among the ostensible purposes of many of these products, as advertised, is to increase the palatability of liquids, &c. One was disguised as an ingredient for puddings.

A variety of court decisions, however, and a lack of clarity in the results so far achieved have led officials to make a definite attempt to bring the situation to a head. They want to know how far under the law they can proceed to put out of business products which they believe are nothing but accessories to the illegal business of bootlegging liquor.

Checking Up on Articles Used in Making Drinks

The following has been issued by the prohibition bureau: "Effective December 15, 1927, specially denatured alcohol formulae Nos. 2-A, 2-B, 12-A, and 44 can no longer be withdrawn for use in the manufacture of lacquers, lacquer thinners, solvents other than ethyl acetate or similar esters, spirits varnishes, varnish removers, and similar preparation, gum and pyroxylin solutions (not including Pyroxylin plastics, artificial leather or leather finishes) and shellac and lacquer substitutes.

"The following specially denatured alcohol formula to be designated as No. 44-A is hereby authorized for use in the manufacture of the above-mentioned products in lieu of specially denatured alcohol formulae Nos. 2-A, 2-B, 12-A, and 44:

"To every 100 gallons of ethyl alcohol add two gallons of gasoline and 10 gallons of any one of the following denaturants: Normal butyl alcohol, refined fusel oil, amyl alcohol (synthetic or natural).

"Specially denatured alcohol formulae 1 or 23-A are also hereby authorized for use in the manufacture of any of the preparations specified in this Treasury decision."

Denatured Formula No. 4-A Rescinded

Commissioner Doran has issued the following ruling:

"Effective November 15, 1927, specially denatured alcohol formula No. 4-A is hereby rescinded. Specially denatured alcohol formula No. 1 or 23-A may be approved by the administrators for use in the manufacture of any preparations now being prepared with specially denatured alcohol No. 4-A."

Reports New Disinfectant

A special dispatch to the New York Times states that the Institute of Animal Hygiene of Munich University and the Ehrlich Institute for Experimental Therapeutics at Frankfurt-am-Main have completed exhaustive tests on a new disinfectant recently discovered by Dr. Goedrich. The new product, chlorthymol, is said to be non-poisonous. The tests indicated that a 1 per cent solution of the product destroys staphylococci after thirty minutes and a five per cent solution after five minutes. Dr. Goedrich, the discoverer, states that the new product is one hundred times more effective than corrosive sublimate.

What Will 1928 Bring Forth?

Are You "Planning" for an Increased Business?

If So, What IS Your Plan?

by Leroy Fairman

AT this season the manufacturer reads with avidity the forecasts of Babson and the pronouncements of Bradstreet's and anxiously scans the business horizon for such other signs and portents as will indicate a basis for his hopes and expectations for the coming year.

This is a prudent as well as an interesting thing to do; no man can expect greatly to increase his business unless general conditions are favorable. At the same time, a major part of every business man's thought and attention should be turned inward toward the state of his own affairs; if conditions within his business are wrong, "good times" won't help him much, whereas if he sets his own house in order he may confidently expect to do a fairly satisfactory business even if "times" are not what they should be.

Among the other matters which usually engage the manufacturer's attention at the close of the year is the annual get-together of the salesmen, at which time a discussion of the accomplishments of the closing year is followed by laying the strategy and outlining the tactics for the year to come. The salesmen are lectured by everybody from the head of the firm to the sales manager; the results achieved by each salesman are gone over, and usually "quotas" are set up for the next twelve months.

The Question of Quotas

This matter of quotas has been talked and written about a great deal, and much that is contradictory and bewildering has been printed in the business press. There is no intention of attempting to settle such an involved question in this article; but something should be said as to the unsatisfactory nature of one of the most popular methods of arriving at a salesman's quota.

If, for example, an increase of the whole business of 25 per cent is set up to shoot at, the easiest way to arrive at the individual salesman's quota is to say that he should sell 25 per cent more goods than he did in the year past. Some of the men, it is pointed out, have increased their business 100 per cent or more. Surely 25 per cent is not too much to ask of everybody!

Determining the Quota

And so the salesmen go out all pepped up, to confront, during the year, a multitude of conditions and circumstances which affect their work, and which may make it an utter impossibility to sell even as many goods as they did the year before.

If you insist upon setting up quotas for your salesmen to hold before them as an incentive to top speed and unflagging effort, there are many ways of arriving at them which will have at least some of the elements of fairness. The present purpose is to point out some fundamentals with which every manufacturer should thoroughly acquaint

himself before he formulates any selling plans or sets up any figures for the entire country or any part of it and some obstacles which he generally ignores.



If the product manufactured is intended for the use of women of 16 years and upward, figures are available showing the number of such women in the entire country. If the goods appeal only to women of a certain degree of refinement, whole classes of women are automatically excluded from the body of possible purchasers. If the price is one which brings the product within comfortable reach of women of such or such financial standing, still other classes must be excluded. If the product is popular with, or adapted especially

to the uses of, women in cities and large towns only, the rural and farm classes must be eliminated from your calculations.

Right here is where a good many manufacturers fool themselves. "It's true," they say, "that my product has its big sale in the city, but lots of country folks do use it, and I want their business." Or, "Most of my goods are bought by the well-to-do classes, but lots of people you'd think couldn't afford the price do buy them, and I want their business."

Every man wants all the business he can get, but sales effort and advertising money should be expended along the lines of least resistance. Work and money employed where sales resistance is high and business thin not only produces sales at an unduly large percentage of expense, but diverts effort and money from localities where the expense of producing sales is low.

Distributing the Quota

When the manufacturer has determined, as best he can, how many women in the entire country are logical consumers of his goods, the next step is to break down his figures, as best he may, into the sections covered by his salesmen.

Let us suppose, for convenience, that a salesman has the state of Ohio for his territory. It will not do to assume that, as Ohio contains a certain percentage of the population of the United States, it therefore contains that percentage of the logical users of a certain product. The state must be scrutinized carefully with respect to the exact nature of the various elements of its population, and the total for each element, so that the sales possibility of the state may be accurately determined. It will be found, for example, that Ohio contains so many people of foreign birth, so many negroes, so many illiterates, so many engaged in ill-paid occupations, so many engaged in agriculture. When some or all of these, and perhaps some other classes, are excluded, we will have a fairly accurate picture of sales possibilities in the state.

This picture will not be complete unless it shows some-

thing of the buying habits of the people as a whole. In some sections, the consumption of goods of a certain type is high; while in others of apparently identical characteristics, consumption is low. Often there is no discoverable reason for this situation. The other day I heard the manufacturer of a toilet article say that he had been surprised to find, in a small town, a whole shelf of his goods and those of his competitors—enough, normally, for a prosperous store in a big city. Inquiry of the druggist elicited no information except that "such things have a big sale around here." Why, he didn't know.

Thus we will find that in Ohio, or in any other state, certain commodities have an unduly large or surprisingly small sale, for no reason that even an exhaustive investigation will disclose. A condition like this must be taken into consideration.

Next we come to the state of competition—a matter of vital importance.

There are, in the state of Ohio, and in the sections of the state where you will decide to concentrate your sales effort and advertising, a certain number of drug and other stores which are the natural outlets for your goods. The average amount of goods of the same type and class as yours that is sold by these outlets can be ascertained; then comes the question: What brands do they sell, and in what order of preference?

Interesting things crop up when an answer to this question is sought. Recently I examined the result of consumer investigations in two contiguous sections of the Middle West. In one section, the sales of face powder were divided into a considerable number of brands, and about 70 per cent of the total was shared by half a dozen brands. Of the latter, Brand A was far and away the leader, Brand B was a poor second, and Brand C a poor third. In the adjoining section, Brand C was far and away the leader, Brand B second, Brand A an "also ran."

Why was this? Of course, there were reasons, and no doubt a thorough investigation would show by just what means and at what cost such outstanding pre-eminence had been gained and held by these leaders, and why one brand led by such a comfortable margin in one territory, while another had been able to leave it far behind in an adjacent territory.

You would find similar conditions in Ohio. You would find that over half the business in your line was going to a very few brands; while the balance was divided among scores of others.

What, then, do you propose to do? You say you want to increase your business 25 per cent in a year if you are already established and getting considerable business; or 100 per cent, or several hundred per cent, if you are only beginning to get a foothold. Where is this business coming from? It is unlikely that you can secure enough new users for the type of product you make to cut much of a figure in your sales totals, so you have got to take business away from the competitors who are there on the spot trying to do the very thing your heart is set on!

Is it your idea to do battle with the leaders, and take away some of the business that gives them a commanding lead in the field; or is it your idea to scrap with the scores or hundreds of trailers and take some of their scanty business away from them? In either case, just how are you going to do it?

The leading three or four manufacturers have fought for their leadership; they are strongly entrenched in their posi-

tion; their plan is to get more business instead of losing some of it to you, and they are prepared to spend money and effort to do so. Do you really know how, or why, you expect to beat them on their own ground and at their own game? Do your salesmen, whom you are sending out all pepped up for the fray, know how, or why, you expect to do it? Generally speaking, the answer to these highly significant questions is silence.

Look at the situation seriously and thoughtfully. Are your goods really any more desirable, any bigger money's worth, to the ladies of Ohio, than Brands A, B and C, now the leaders there? If not, why should they switch? They won't do it just because you want them to.

Are you offering the trade any better buy than is offered by the manufacturers of Brands A, B and C? If perchance you think you are, how about the score or more other chaps who are going to put up the same fight that you are planning? Aren't they going to offer the trade all sorts of inducements and make all sorts of promises in order to get the very business that you want? And why should the dealers, knowing full well that Brands A, B and C are liked, demanded and preferred by their best customers, try to force your goods on their trade in place of these established favorites? They won't do it just because you want them to.

You may say that you are going to create a demand for your goods, take them off the dealers' shelves, through advertising. That's the right way to do the job, but what, really, do you plan to do? Your salesmen take out with them, perhaps, some fat and impressive portfolios containing proofs of your new advertising campaign, and some juicy and nourishing statistics showing just how you are going to "blanket the country" in 1928. You are going to use half pages in the *Perfect Ladies' Gazette*, the *Woman's Delight* and the *Home Indispensable*, total circulation over Three Million! Fine. But what the hard-headed druggist in Coshocton wants to know is this: How many subscribers have these magnificent publications got right here in Coshocton, and who are they? If, so far as he knows or your salesman can tell him, those publications have a total of about 20 subscribers in his immediate bailiwick, is that any good reason why he should be completely carried away with the idea of putting in a goodly stock of your product?

He won't see it that way, and your peppy salesman is licked before he gets fairly started. After a few dozen experiences of that kind he, the salesman, begins to see red every time he thinks of that nice little quota you doped out for him.

It is sad but true that at this time of year hundreds and thousands of manufacturers make what they call plans for an increased business in the coming year which, when analyzed, amount to little except what may be summed up in the words, "I want the business." That is hardly what could be properly called a sales plan.

Unless your product is unique, you are only one of twenty manufacturers who are "planning," today, to get the trade of every consumer in the territory you cover. Nineteen of you are going to get left.

How to Lose 36 Per Cent Interest a Year

If you purchase goods to the amount of \$1,000 a month and sacrifice the usual discount of 2 per cent, you are actually paying \$20 for the use of \$1,000 for twenty days, or 36 per cent per year.

The Practical Side of Packaging

Continuation of the Article on Methods and Machines

by F. C. Chase

E. R. Squibb & Sons

SO far we have given consideration to the various ways of depositing a product into a container. We have now to talk about the final assembly of the completed container or package. It is obvious that with such a wide variety of package types, we will have to confine our discussion to those having the widest use.

We have given special attention to bottles, jars, cans and collapsible tubes. Cans and canisters are closed either by can making or canning machinery. It should properly be handled in a discussion of canning machinery, for which reason we will not give it consideration at this time. Some cans which have a screw thread neck finish or lug finish can fall readily under the types, jars and bottles. Therefore, we will discuss in detail only the closing of jars and bottles as the first item under "Package Assembly."

Jars and bottles are closed usually by either one of the following means: stoppers (either cork or rubber) and caps. Suppose we dispose of the usual corking methods before taking up capping.

The simplest method, and one which is followed by many manufacturers even with fairly large output, is to insert the cork into the container by hand and pound it down with a wooden mallet. Depending upon the nature of the container and the nature of the product the stopper in case it is of cork is driven in until it is merely tight or is driven until the top is flush with the top of the bottle or jar neck. A product which has a tendency to expand the cork or to make the cork slippery should be corked with a straight and not a tapered cork. The inside finish of the bottle neck should be designed to handle a straight cork. If a tapered cork is used the expansion of the cork together with the shape of the inside neck finish will cause the stopper to work itself loose with obvious results. If the contents of the container is of any oily nature a tapered cork will very often slip out even though it has been driven in tightly. A straight cork driven in tight or even flush with the top of the bottle neck is preferable.

Machines with Corking Device

Where the production warrants it, it pays to put in the line next to the filling machine some sort of corking press. This consists generally of a corking wheel or corking press. The former works on the principle that the bottle or jar with the cork inserted previously passes under a flat wheel not unlike a large pulley. The wheel is set at such a level that as the container passes under it it pushes the cork down into the neck the desired amount. The wheels will handle a tremendous quantity per day. In fact the only limitation is the closeness at which the bottles arrive at the wheel. It would be nothing to cork thirty thousand bottles per eight hour day, assuming the bottles to be reasonably small, say two to four ounce size.

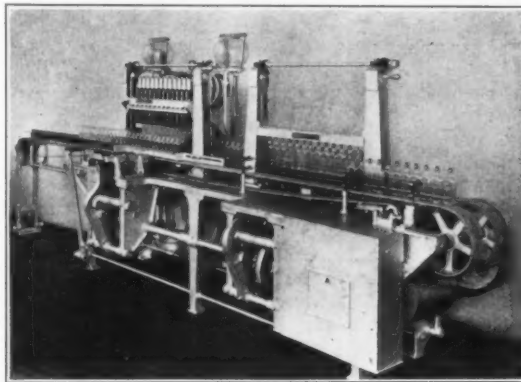
The corking press is either a hand operated or machine timed press that is lowered over a "gang" of bottles into which have been inserted the desired corks or stoppers.

These are built as integral parts of some automatic machines and work out best on a gang filler. Where a rotary filler is used a corking wheel is the most practical. "Gang" corking presses will handle about the same number of corkings per day as the corking wheels.

So far as the author knows, there has never been developed a successful device for automatically inserting corks into containers from hoppers. There have been numerous attempts. In late years the proposition has not been so very appealing to machinery builders due to the tendency to get away from corked containers in favor of capped containers. There is one concern, however, which is at work on such a machine and it is not improbable that the problem will be or has been solved by now. To what extent the machine will enjoy sales is problematical due to the demand for capped bottles and jars.

Rubber and Glass Stoppers

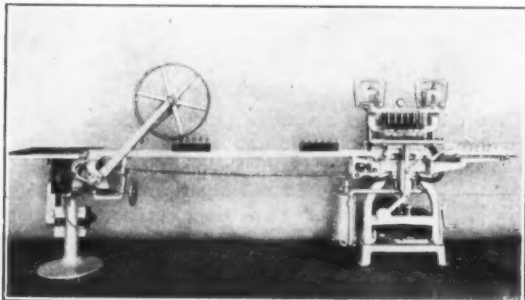
Before leaving "stoppered" containers we might give short consideration to rubber and glass stoppers. Rubber stoppers are very expensive and are used only where nothing else will do. Generally the production on such articles is so limited that the stoppering is done entirely by hand. It can be done



FILLING MACHINE WITH CORKING BAR

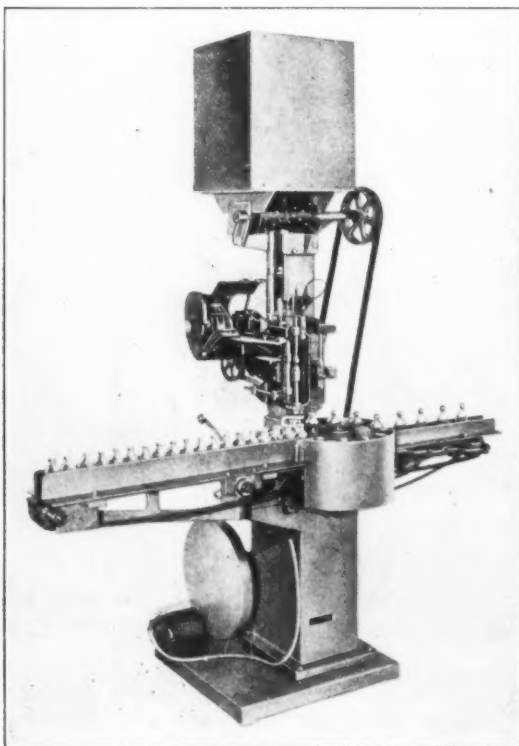
on either a corking wheel or corking press. One product put out in very large quantities and in quite small containers requires rubber stoppers which are put down by means of a corking wheel following a vacuum rotary filling machine. By all means consult builders of this type of equipment even though you are using rubber stoppers if your average daily production exceeds seven or eight thousand packages.

Glass stoppered bottles or jars are naturally handled entirely by hand. There is no machine which either feeds the stoppers or tightens them. All good ground glass stoppers are ground finally into the bottles. That is each bottle has its own stopper to fit. There has never been developed a



FILLING MACHINE WITH CORKING WHEEL

successful manufacturing process for making ground necks and ground stoppers which are interchangeable. A further closure for the ground stoppered bottles consists in a canopy of paper, parchment, skins, cellulose papers of various kinds and dippings. They are all so familiar if we stop to remember what we have seen on the market, that it is unnecessary to go into the details of description.



CORKING MACHINE WITH HOPPER FEED

So far as automatic application is concerned we might call attention to tying machines which rapidly tie a ribbon or string around the paper or skin canopies. There are also

available dipping machines which carry a stoppered bottle upside down through a bath of the liquid preparation. Upon leaving this bath the solvent is evaporated either naturally or by circulation of warm air. The bottle finally is delivered with a dry canopy, or at least dry enough to permit of subsequent package assembly operations.

(To be continued)

Note:—Illustrations used in Mr. Chase's series on packaging are designed to show general types of machinery. The possible purchaser should investigate the various makes of each type before making installations.

Toilet Articles Census Plans

The Bureau of the Census is making plans for the next biennial census of manufactures, which will cover the year 1927, as provided in an Act of Congress approved March 3, 1919.

In deciding upon the items to be covered by the census, the Bureau has consulted representatives of various manufacturers' associations with the view of securing, so far as practicable and without making the schedules too elaborate, information which will be of value to the several industries concerned and will at the same time provide a record of the progress of manufactures generally throughout the United States.

Recognizing the value and importance of this work to the toilet articles industry the American Manufacturers of Toilet Articles has arranged to cooperate with the bureau in collecting the data for the coming census.

The blank forms upon which reports are to be made will be mailed by the Census Bureau to all manufacturers about January 10. A report will be required from each manufacturing establishment whose output in 1927 was valued at \$5,000 or more. It is hoped that every manufacturer concerned will have his records in such condition that he can fill out the schedule within a few days after its receipt, as the tabulation of statistics for each industry will not be made by the Bureau of the Census until reports are received from all manufacturers engaged in it. It is important that manufacturers supply this information soon after January 10, in order that, as early as possible in 1928, there may be available statistics which will show the condition and progress of the toilet articles industry for the year 1927.

Coming Conventions

American Manufacturers of Toilet Articles, Atlantic City, May 7, 8 and 9.

Beauty Industries Manufacturers Association, New York, January 7 to 12.

Flavoring Extract Manufacturers' Association of the United States, Buffalo, N. Y., June.

New York Ladies' Hairdressing Association, Pennsylvania Hotel, New York City, January 9, 10 and 11.

National Hairdressers' Association, Fashion Show, Benjamin Franklin Hotel, Cleveland, Ohio, February 6, 7, 8.

American Master Hairdressers' Association, Waldorf-Astoria Hotel, New York, March 12, 13 and 14.

Would Not Do Without It

(Maurice A. Edlis Co., Barbers' Supplies, Pittsburgh, Pa.)

We enjoy reading your wonderful magazine every month. It is the best we ever had and we would not do without it.

Fluorescence in Ultra-Violet Light

*Interesting Results of Research on
Essential Oils and Synthetics*

by Curt P. Wimmer, Phar. D. and Herman Goodman, M. D.

IT has been known for many years past that a large number of substances have the property of fluorescing.

These fluorescences are different as the natures of the substances examined are different. But little information is available about fluorescence and none has, as far as we have been able to ascertain, been reported in a systematic order.

Furthermore, up to the present time the means of producing and observing such fluorescence has been confined to filters which permit the passage of only ultra-violet rays exclusively of about 3660 Angstrom Units. This wavelength is very close to that of the visible violet, and it is also ultra-violet light which is passed through ordinary window glass.

We have been fortunate in having had at our disposal for some weeks past a new filter which permits the passage of ultraviolet rays down to 2400 Angstrom Units, yet holds back any visible light excepting about 10 per cent of dark violet.

We have used the mercury vapor arc in quartz lamp by courtesy of the Hanovia Chemical and Manufacturing Co. in our work. With the aid of the above mentioned new filter much can be seen that would otherwise be invisible.

We have found that knowledge of what is commonly understood to be ultra-violet light is confined to persons working with it. For this reason, we give a brief outline of elementary facts as introductory material.

Nearly everyone remembers the lesson in physics when the teacher took a prism of glass to the window and showed an artificial rainbow on the wall. This is exactly what Newton did in 1660, almost 300 years ago. What we see in the rainbow or on the wall after the light has passed through a prism is the visible light broken up into its components. The colors which we get from the white light are: red, orange, yellow, green, blue and violet. These show up in the form of a band and seem to end sharply at either end. But investigating further, we will find that certain reactions can be obtained beyond the red as well as beyond the violet light bands. If we hold a thermometer just outside of the red zone, we will find that the mercury of the thermometer rises. This shows that there are heat rays next to the red visible rays. These rays are called "infra-red" rays. Also, there are rays at the end of the violet end of the band, and they are termed "ultra-violet" rays.

All rays have their own wave lengths which have been measured. For example radio waves are much longer than infra-red waves. The shorter radio waves have been found to have properties approaching those of light waves. They throw shadows. On the other side of the band, we have the X-rays which are very much shorter than any of the ultra-violet rays.

To make matters simpler, a scale of measurement of these rays was agreed upon by scientists, and the unit of measure-

ment is termed the "Angstrom Unit," named after Anders Jonas Angstrom (1814-1874).

One Angstrom Unit is one ten millionth of a millimeter: or, in inches it is equivalent to one two-hundred-and-fifty-four millionth of one inch. To better appreciate what an Angstrom Unit really is, let us repeat:

One meter equals one thousand millimeters

One millimeter equals one thousand microns

One micron equals one thousand millimicrons

One millimicron equals ten Angstrom Units

The relative position of the ultra-violet rays is best illustrated by a schematic presentation such as the following:

	Angstrom Units
Radium rays (Gamma)	up to 0.10
X-rays	about 0.10-1.00
Extreme Ultra-violet rays.....	500 to 2000
Extra Vital Ultra-violet rays ..	2000 to 2900
Vital Ultra-violet rays	2900 to 3200
Intravital Ultra-violet rays	3200 to 3900
Visible light rays:	
Violet	3900 to 4300
Blue	4300 to 4700
Blue green	4700 to 5000
Green	5000 to 5300
Yellow green	5300 to 5600
Yellow	5600 to 5900
Orange	5900 to 6200
Red	6200 to 7700
Infra-red rays	7700 to 5 Millions
Radio waves	5 Millions to Kilometers

The theories of fluorescence are numerous and too complicated to be included here.

Ultra-violet radiations have found many and varied applications and uses. In medicine, they are used for their beneficial action both in external and certain internal disorders. In forensic work, they are employed with advantage in the discovery of forgeries of checks, labels and other forms of writing and printing.

The writers of this paper have undertaken a series of experiments with the purpose of determining the usefulness of ultra-violet rays in establishing the identity, presence of impurities and showing up of sophistications in the fields of pharmaceutical, medical and technical substances and preparations.

We have already examined several hundred substances in this so-called "Black Light" and have found that it will prove of considerable aid.

We are reporting in this paper the results of our work on some essential oils used in perfumery as well as on some of the more important constituents used in the manufacture of cosmetics.

Some of the fluorescences obtained are very strong while



others are but faint; some were of one distinct color, others of a mixture of colors. In the report given below, the principal color is given with any modification in parenthesis:

Fluorescence of Various Substances Used in Cosmetics

Blue	Brown
Starches (glistening)	Calamine (greyish)
Talcum (purplish)	Lycopodium (dull greenish)
Kaolin (whitish)	Chalk (dark gray)
Stearic acid (deep)	Kieselguhr (dark)
Salicylic acid (shiny purplish)	Fuller's Earth (dark)
Menthol (violet)	Yellow
Tragacanth (whitish dull)	Zinc Oxide (bright)
Benzoic acid (dull light)	Orris Root (dark)
	Zinc stearate (pale)
	Salol (faint)

The meaning of these experiments is that one can distinguish in ultra-violet light talc from kaolin; chalk from either of these two, and these substances again from calamine without any chemical test. Similarly, many of the other substances can at once be identified. Salicylic acid has shown in our experiments some significant properties. With the previously available filters, salicylic acid does not give a distinct fluorescence. The reason for this is that the older filters were made of glass and glass is not pervious to ultra-violet rays shorter than 3200 Angstrom Units. Our new filter permits the passage of rays down to 2400 Units. So, if we place a solution of salicylic acid in alcohol under the lamp and interpose a piece of window glass we get no fluorescence at all. Also, if the solution is in an ordinary test tube we get no fluorescence. But as soon as we remove the glass, the fluorescence shows up. The ultra-violet light which excites this fluorescence must, therefore, be of shorter wave length than 3200 Angstrom Units. It so happens that this is important to the usefulness of ultra-violet light to health, because no radiations which can pass through ordinary window glass give any measurable reaction in disease of either man or animal.

Taking advantage of this property of salicylic acid we have described what might be termed a detector for the "Vital Ultra-violet Light" which is of usefulness in medicine.

Fluorescence of Essential Oils

The fluorescence of a large number of essential oils has been determined. We have had in this field some very striking results. Many of them are not as yet sufficiently definite to be published at this time. We give below the colors obtained, with shade variation in parenthesis. We have in the case of liquids worked with glass interposed, so as to limit the radiations to 3200 Angstrom Units. We have also determined the fluorescence at 3660 Units and those down to 2400 Units, but will reserve the comparisons for a later paper.

Some very striking results have been obtained. For example, we believe that we can distinguish between genuine oil of wintergreen and any of its sophistications. The difficulty arose when we tried to obtain an absolutely guaranteed sample of oil actually distilled from *Gaultheria Procumbens* without any addition whatever. Finally, through the courtesy of a large concern, we received about one dram of oil together with a certificate of one of the high officers to the effect that he had taken the oil himself from the receiver of the distilling apparatus. This sample showed a marked pale whitish, almost milky fluorescence. Another sample obtained from a pharmacist who stated that he had the sample espe-

cially prepared for a physician some years ago, showed the same fluorescence. Oil of birch, on the other hand, shows a distinct bluish white. Artificial methyl salicylate shows no fluorescence, but natural methyl salicylate shows a slight fluorescence of blue. There is no difficulty in picking out of a number of oils that which we know is genuine. We are now waiting for some more oil of wintergreen which is being especially prepared for us in a reputable distillery. None of a number of oils obtained in the market and labeled variously "U. S. P.," or "From Gaultheria," "Genuine" have shown the marked fluorescence of the real sample. They all show the fluorescence of oil of birch and, some of them, not even that.

Very bright purple	Green-yellow
Oil of Petitgrain	Sweet Orange
Oil of Ylang Ylang	Bitter Orange (faint)
Olive Brown	Lemon (bright)
Canada Snake Root	Bitter Almond
Lemongrass (dark)	Cananga. Java (pale)
Sassafras	Gray
Spearmint	Wintergreen U. S. P. (whitish)
Palmarosa	Nutmeg (whitish)
Rose Geranium	Lavender (greenish)
Cassia (very dark)	Linaloe (pale whitish)
Gingergrass	Citronella (pale greenish)
Cinnamon (dark)	Peppermint rectif. (pale blue)
Bergamot	Bois de Rose (pale green)
	Brown
	Vetiver (very dark)
	Patchouli
	Thyme
	Terpeneless Lemon (faint)

There is a marked difference also between terpeneless oils and those from which terpenes have not been removed. Ordinary oil of lemon shows a very bright and distinct greenish-yellow color, whereas a terpeneless oil is faintly brown under the ultra-violet light. Further investigation in this field will be made and the results published.

We have determined the fluorescence of some hundred of the synthetics and isolates used in perfumery and have obtained similarly striking results. A paper dealing with this subject will be published in an early issue of THE AMERICAN PERFUMER.

Columbia University.

College of Pharmacy.

Department of Pharmacy.

The Perfume of Musk

Kerschbaum states that the musk odor possessed by many oils, is due to lactories with many membered rings, whereas cyclic ketones perform a similar service in animal products. Free fatty acids are removed from musk kernel oil by ice-cold sodium hydroxide, and the neutral oil is hydrolysed. The higher fatty acids are removed from the solution by carbon dioxide, and from the mixture ambretollic acid is isolated by fractional crystallisation from petroleum ether, followed by the crystallisation of the barium salt from water. The resultant acid—a hydroxy-hexadecemoic—passes, when kept, into the odoriferous lactone and a non-odiferous lactide. Ambrettolide may be isolated from neutral musk kernel oil by distillation under reduced pressure.—*Oil & Color Trades Journal*.

Patchouli Oil as Perfume Raw Material

by W. A. Poucher, London

Author of

"Perfumes, Cosmetics and Soaps"

THE perfume of Patchouli has been known in the East for many years, but it is only as recently as 1896 that the habitat of the plant was definitely established by E. M. Holmes, who identified it as flourishing in the Philippines, and described since 1837 by Blanco under the name of *Mentha Cablin*.

Patchouli appears to have been brought to Europe from Bourbon as early as 1826 when its principal use was in perfuming shawls and in preserving clothes from the ravages of insects. A number of cases of leaves were first sold in the City of London in June, 1844¹ and in the following year the true Patchouli was first described and illustrated by Dr. Pelletier-Santelet, the plant having flowered that year at Orleans. He named it *Pogostemon Patchouli*, W. J. Hooker: *P. Patchouli var suavis*; and George Bentham; *P. Cablin* evidently deriving the name from "Cablan," the vernacular for the plant in the Philippine Islands. Genuine high grade patchouli oil is distilled only from this Labiate, but doubtless many of the medium and lower grade oils are obtained from other species of this natural order; notably *Hyptis suaveolens* L. *Urena lobata* L. and *P. Heyneanus* Benth., the latter being the source of the Javanese oil. The true non-flowering patchouli plant is cultivated by the Orientals in Singapore, Penang, Sumatra and the Straits Settlements, where it is known as *Tilam Wangi* and *Dhalum Wangi*. It is an herbaceous perennial attaining a height of about 3 feet and is propagated by means of stem cuttings (just below the node) raised first in nursery beds and afterwards transplanted into fields at distances of about 3 feet apart. Sometimes the ground is properly prepared but occasionally the Chinese use forest land which has been recently cleared since this gives the highest yield. The leaves are ready for cutting after 3 or 4 months, but this depends upon atmospheric conditions as also the regularity of subsequent cuttings. After two years re-planting is necessary.

The stems are cut near the base and transported to the distillery where they are dried. Sometimes the leaves are cut from the stems and dried separately. For this purpose, there are specially prepared cement platforms exposed to the sun where the leaves are distributed in a thin layer on the surface and turned over from time to time to facilitate even drying. During the night they are removed to sheds which protect them from the dew. Sometimes they are allowed to ferment slightly. According to De Jong² dried or fermented leaves (calculated as fresh) yield from 2½ to 3 times the quantity of oil as that from the fresh leaf, but the odor of Singapore oils is not affected by this treatment whereas Javanese oils are.

Distillation is by means of direct steam to the dried leaf and the process is carried out in the usual manner. It requires 24 hours to completely separate the oil from 2½

cwts. of material and the yield varies from 4 to 6 pounds. It is quite possible that the Chinese distillers have some secret method of adjusting their distillation and collection of the oil because as many as four grades are prepared by the same firm. They are known respectively as Extra Special, Special, Medium and Ordinary. According to Eaton & Georgi³ a yield of over half a ton of air-dried leaf can be obtained per cutting from a good first crop of patchouli and a similar yield has been obtained from a second cutting six months later. The principal factory in Malaya is at Singapore and is controlled by a Chinaman who produces from three to four thousand pounds of oil per month. Recently another Chinaman has commenced to grow and distill patchouli at Jahore where he produces about 1,500 pounds per month.

While the export of oil from Singapore is of considerable importance, the export of large quantities of leaves must not be overlooked. According to a well known journal⁴, 90 per cent of these are grown in the interior of the northern portion of the Island of Sumatra and are shipped to Singapore for export. The remaining 10 per cent are grown either in Singapore or Jahore. The leaves are collected by the natives and sent down the rivers to small ports on the northwestern coast of Sumatra. At these points they are pressed into bales of 280 pounds each and are shipped to Singapore in gunny sacks. Upon arrival the baled leaves are sold to exporters. These are destined mainly for the United States, India and Europe. Patchouli oil is shipped in 20 pound drums surrounded by sawdust, two in a case.

To the modern perfumery chemist three distinct varieties of patchouli oils are available:

1. Distilled in Europe from dried imported leaves.
2. Distilled in Singapore.
3. Distilled in Java.

There is no doubt at all that the first mentioned oil is more pungent and altogether preferable to the others for the very finest perfumery products. It is of course more expensive, but then a lesser percentage is required in process work. The color varies from a greenish to a brownish yellow, the odor is intensely powerful and the oil very viscid. For general use the second mentioned oil is almost always demanded while for cheap soap perfumery the third answers quite well. The imported oils lack intensity of odor and are paler in color. Apart from any adulteration with leaves which may have occurred during the distillation of imported oil, other diluents said to be employed are cubeb and cedar oils. Another inferior oil is derived from *Microtena Cymosa*, Prain., a herb cultivated in Assam, but this seldom finds its way to the European market.

The following substances have so far been identified in
(Continued on Page 603)

¹Pharmaceutical Journal 1. IV. 808.

²Teysmannia 1906 & 1909.

³P. & F. O. R. 1924. 285

⁴Roy. Soc. Art Apl. 11., 1924





Iso-propyl Alcohol Determination

O. Noetzel (*Z. Unters. Lebensm.*, 1927, 53, 388-391) (*J.S.C.I.*).—*isopropyl alcohol* may be detected by oxidation to acetone by means of chromic acid, the acetone being recognized by the nitroprusside reaction. The presence of *isopropyl alcohol* in ethyl alcohol produces but little change in *d* and *b.p.*, but appreciably raises the refractivity. The determination of *isopropyl alcohol* in wines by the latter method is not practicable owing to the disturbing influence of acids and esters. Oxidation to acetone affords a method of determining *isopropyl alcohol*. The alcohol is diluted so that 100 cc. contain not more than 5 cc. of alcohol; 25 cc. are mixed with 50 cc. of potassium dichromate solution (96 g./litre), 100 cc. of 50 per cent. sulphuric acid are added, and the liquid is cooled. After three hours at room temperature, the unchanged chromic acid is reduced by adding 100 cc. of 25 per cent. ferrous sulphate solution, and the mixture is steam distilled. 75 cc. of the distillate are collected in a vessel containing 5 cc. of 10 per cent. caustic soda solution and 15 cc. of water. The distillate is redistilled, about 50 cc. being collected in a receiver containing 2 g. of hydroxylamine hydrochloride in 20 cc. of water, with which the acetone reacts forming acetoxime and liberating hydrochloric acid. After shaking and keeping for one hour, the free hydrochloric acid is titrated with 0.25*N*-caustic soda solution against methyl-orange, using a plain hydroxylamine hydrochloride solution as color standard. The result of the blank experiment is deducted from the titer of the distillate, the weight of *isopropyl alcohol* being then given by the factor 0.015.—*Perf. & Ess. Oil Rec.*

Lay Cornerstone of Maison de la Chimie

The cornerstone of the Maison de la Chimie, Paris, was laid with appropriate ceremonies late in October. This house, about which will center the activities of the French chemical industry, has long been planned and its actual construction was started in time to make the laying of the cornerstone coincide with the celebration of the Centenary of Marcelin Berthelot, the eminent French chemist. Addresses at the laying of the cornerstone were made by representatives of the British, German and French chemical industries after which the stone was swung into place by M. Herriot, Minister of Public Instruction in the French cabinet. When completed the house will be to French chemistry what the Chemists' Building in New York is to the American industry.

Appeals to All

Albany Laboratories, Inc., Toilet Preparations, Albany, N. Y.

THE AMERICAN PERFUMER has found its niche in the management of our affairs.

Paris Trade Notes

(Special Correspondence)

Though the perfumery industry and trade have been complaining for a while that business is not so active as it was a few months ago, it is remarkable to see the number of new houses offering extracts and essences in original fancy packages that represent a rather large amount of money. We have even observed with some curiosity that there are front windows of first class coiffeurs' shops filled up merely with the newly marketed couturiers perfumes, such as Chanel, Jean Patou, Lucien Lelong, Molyneux.

Blanche Lebouvier is offering under her own name a perfume called—"Folle maitresse,"—and Alice Choquet a different one called "Le double cinq." Both are in flat square bottles and boxes nicely decorated. Eliane, who is a modiste, is now preparing "Les parfums d'Eliane"—as announced on the front of her newly repaired shop of the Rue de la Paix. The bottles are like big balls with facets, containing a golden liquid, and the boxes are quite luxurious with rosy designs on a silver paper. Isakoff, who is a morocco-tanner, is selling also perfumes delicately scented with "Cuir de Russie"—as a matter of course. You may see this presentation in his shop of the Place Vendome.

But the most remarkable seems to be the sensational creation of Offenthal, a mannequinist, who has recently opened a shop in the Arcades of the Champs Elysées. In his front window he placed a set of dark green quarter of a liter bottles looking very much like mineral water bottles and containing a perfume bearing the funny name of "Ce soir ou jamais." There is positively no limit to fancy names for perfumes. Cadolle is a renowned corset maker, at 14 Rue Cambon and is selling perfumes richly made up in lamé tissue covered boxes.

We learn that a new perfumery firm is to operate soon in Roumania under the name Coty, S. A., at Bucharest. The initial stock capital of 50,000,000 lei will be subscribed by the Société Coty, of Paris, the Société Financière, of Geneva, Switzerland, and the Banca Commerciale Italiana. The object of the new enterprise is to erect a factory in Roumania for the manufacture of perfumery, and besides to import and to sell there all kinds of perfumed products, alcoholic or not.

The firm of Lautier Fils, in Grasse, has an office in Paris, 22 Rue Fontaine, under the active management of Mr. Bielowski. Dr. Gustave Blanc was in charge of the chemical work in their research laboratories. He died recently after a short illness, and will be deeply regretted by the many friends who had the opportunity to appreciate his kindness of heart and his great knowledge of chemistry.

Dentifrices of the Benedictines have their factory near Bordeaux, where they first prepared only the "Elixir" dentifrice. For the last few years the fabrication includes also a tooth paste in collapsible tubes and a dentifrice soap, besides the tooth powder that was sold from the beginning.

Eau Dixor appeared but a very short time ago as a depilatory. It may be that the formula to make this preparation is old, but it was never advertised as it is now.

The name of Botot to design a dentifrice water is one of the most ancient in France, but up to the present they never made an effort to advertise their product. They do so in the last November number of the *Illustration* and reproduce the picture they adopted for the bills posted everywhere in France. The Société de l'Eau de Botot has its offices in the Rue de la Paix No. 10, and is also proprietor of the brand of Bryenne, which is used to give a fancy name to the perfumes that it is making in its old factory. The perfumes bearing the names of "Heure exquise" and "Chu Chin Chow" are presented in luxurious bottles and boxes.

Another dentifrice has been largely advertised in France after the war. It is "Odol" with its strange looking bottle of a milky white color and recurved neck, stoppered with a special kind of metallic sprinkler. It was invented and first made in Austria by Sarg's Sohn, of Wien, but now it has become a French concern under French capital.

A new shop has just been opened at 26 Rue Cambon for the sale of a tooth powder called "Lymeogrene" and observers have been favorably impressed by the comfortable appearance of the shop with its nice ceiling, mirrored walls and shiny nickel fittings. This tooth powder is put up in aluminum bottles of three different sizes and is used especially for the hygiene of the mouth and teeth. In the show-window are exhibited with the aluminum bottles, little mirrors to look into the mouth, wood holders to clean the internal and interstitial part of the dentition with a small piece of Haitian wood, and pocket knives to properly cut the piece of wood.

Fontanis is a very pushing perfumery firm that tried to introduce its products more specially on the American market. Its presentation was always very accurately made up and the perfumes prepared in the factory at 39 Boulevard de la Saussaye, in Neuilly, were compounded with high grade elements. Mr. Jamet, who acted as general manager, died some time ago, and Mr. Foy, who was in charge of the sales department, has succeeded him.

Among the novelties which appeared of late in the front windows of the leading perfumery houses may be mentioned "Montjoly" a new creation of Lubin, splendidly put up in a square-shaped flat bottle decorated with gold arabesques. The box is lined with white silk at the bottom and golden edges, and covered with light green and gold paper. Roger & Gallet have set on view in their shop in Rue de la Paix a new presentation for "Rose rouge." The bottle stands up on a square foot and the edges slightly incurved towards the neck are decorated with a garland of ochre tinted roses. The stopper is nicely cut and engraved. It is contained in a richly green painted box.

Parfumerie L. T. Piver is showing in the windows of Maquet, 12 Rue de la Paix, its newly made perfume "Astris," which is set in a hexagonal box covered with rosy colored paper bearing a silver star in the middle. This design must have been conceived and executed by this engraver who has won a great reputation for all kinds of artistic dressing of boxes and cases for perfumery and toilet bags.

In their shop in the Boulevard des Italiens Parfumerie "Violet," are exhibiting on a quite modern display new extracts or essences bearing the names of "Amorosa," "Wotani" and "Niobe," together with their very nice presentation of "Pourpre d'Automne," which met with a well deserved vogue last year.

The perfumes of Grenoville belong now to the Société Parfise, which is pushing them to the front again by an intense advertising in the daily, weekly and monthly papers. They prepare also the Parfums de Charny, that already possess a faithful in and outdoors clientele.

Cadum Soap is known all the world over on account of its intensive advertising with Baby Cadum face. The proprietors are selling now under the trade-name of "Dongé" a cake of soap presented in an elegant silk oval box at the price of 35 francs per unit. Of course it is quite a de luxe line.

A perfumer whose name is well known in Grasse, has opened a shop on the Boulevard Malesherbes, and Parisians are wondering to see there under the name of "Coeur enchainé," one of the most exquisite perfumes, enclosed in a heart-shaped crystal bottle. The box intended to contain it is oval and adorned with a delicately painted woman's face. Another perfume called "Pêché caché" hides itself in a flat square bottle set in a cubical box nicely decorated.

Burval is a perfumer who endeavors to show his extracts and essences in curiously shaped bottles. "Heliopsis," for instance, is a perfume offered for sale in a woman's bust-shaped bottle of an ivory white glass composition, with golden ear-rings; the card box is of adequate style. Another presentation is made like a small basket full of flowers supported by a wrought-iron triangular footing; this basket is in reality the main body of the bottle containing the perfumed liquid, and it has to be turned upside down, to disclose the neck and stopper hanging between the iron tripod.

Thomas Jones is never late in creating novelties and his perfumes are always appreciated by a good lot of faithful customers. They are exhibited in his artistically arranged shop in the Rue de la Boétie. There are some tiny square bottles made of tinged glass, imitating silver, tortoise-shell, and blue, green red colors. The boxes to contain them are made of galalith of similar or corresponding coloring, with a notch to let the neck and stopper pierce out of the box. Other perfumes are offered in very attractive book-shaped boxes.

Most Useful Publication

David Yulsman, *Cosmetics, Synthetic Oils, Philadelphia, Pa.*

I believe the PERFUMER to be one of the most artistic and useful publications I have ever received.

Activities of Associations and Societies

A. Ph. M. A. Convenes at Pittsburgh

The mid-year meeting of the American Pharmaceutical Manufacturers' Association was held in Pittsburgh, December 2 and 3. President R. Lincoln McNeil presided. The following firms were represented: Abbott Laboratories, Boericke & Runyon, Buflington's Inc., Columbus Pharmacal Co., Drug Products Co., Flint, Eaton & Co., Geo. H. Gould & Son, G. F. Harvey Co., Harvey-Pittenger Co., Irwin-Neisler & Co., Lafayette Pharmacal Co., Robert McNeil, Maltbie Chemical Co., Mutual Supply Co., P. J. Noyes Co., E. L. Patch Co., Pitman-Moore Co., Reed & Carnrick, Wm. H. Rorer, G. D. Searle & Co., C. D. Smith Pharmacal Co., Standard Chemical Co., R. J. Stassenburgh Co., Sutliff & Case Co., Swan-Myers Co., Tailby-Nason Co., Wendt-Bristol Co., Westerfield Co., Zemmer Co.

Among the reports submitted were those by Harry Noonan, chairman of the delegates to the "National Drug Trades Conference"; C. C. Doll, on "Bottle Containers"; Carrol Dunham Smith, of the "Legislative Committee"; Dr. C. Vanderkleed, chairman of the "Contock Committees"; Dr. Alfred S. Burdick, on "Prior Rights"; R. M. Cain, on "Catalogue Simplifications"; Wm. H. Rorer, "Returned Goods"; J. E. Bartlett, on "Sales" and S. DeWitt Clough on "Publicity."

The association went on record opposing any reduction of the tariff on pharmaceutical and chemical schedules.

The Wawasee Hotel, Lake Wawasee, Indiana, was chosen for the next annual meeting of the association to be held during the week of June 4 to 9.

Philadelphia Fashion Show in February

The Philadelphia Hairdressers' Association will hold its fifth annual trade exhibition and the Tenth Annual Fashion Show, February 5, 7 and 8. Manufacturers of hairdressing supplies, proprietary articles and appliances are engaging exhibit space. The details are being worked out. Benjamin F. Kutcher, 1437 Spruce street, is publicity director.

The officers of the Philadelphia Association are as follows: Miss Aimee E. Kendall, president; E. Eimert, vice-president; Miss Mirian E. Farren, secretary; Miss Clara E. Miller, financial secretary, and A. Edmond Pausser, treasurer. The members of the Board of Trustees are Anthony Boch, E. Eimert, Harry Brautigan, Mrs. M. Meltzer, Florence Ives, F. Ciproti, Harriet Mulligan, Bertha Hecker, Bertha Arntine and May Armstrong.

Dr. Whitaker Addresses Chemical Salesmen on "Tact"

Dr. Milton C. Whitaker addressed the Salesmen's Association of the American Chemical Industry upon the subject of sales tact at a dinner meeting of the association held in New York December 1. Dr. Whitaker said that there are plenty of good salesmen able to nicely handle an approach and a price schedule but who lack tact. In selecting salesmen, he said, it was desirable to watch for this quality, which might be singled out to some extent by observing a man's ingenuity, his ability to get along and his success in "making the wheels go round."

The meeting was well attended and many excellent entertainment features were offered. A Christmas party will be held at the Hotel Brevoort December 28.

Soap and Glycerine Manufacturers Meet

Plans for cooperative work on a wider scale were discussed and approved at the annual meeting of the Association of American Soap and Glycerine Producers held on December 9 at the Hotel Biltmore, New York. "Combined we can do much that we cannot do as individuals," said Sidney M. Colgate, president of the association, in his remarks opening the meeting. The proposal of the directors to expend approximately \$1,250,000 during the next two years in a cooperative campaign of cleanliness education was approved, and the total two years' budget for both soap and glycerine activities will approximate \$1,500,000. Officers were elected and committees appointed for the ensuing year.

The cleanliness educational campaign will be conducted through Cleanliness Institute established by the association last June. The program calls for the expenditure of more than \$450,000 during 1928 for newspaper and magazine advertising. Other educational work will be carried on through the school, health and publicity departments of the Institute. The advertising schedule has not been announced, but according to Roscoe C. Edlund, managing director of Cleanliness Institute, the first advertising will appear during February, 1928.

Radiator glycerine sales were reported by member companies as being in excess of sales to the same date a year ago. Members stressed the importance of more intensive cooperative work in marketing and advertising, and plans for next year were referred to the Executive Committee.

In the absence from the country of Dr. J. S. Goldbaum, treasurer of the association and chairman of the Budget Committee, the report for this committee was presented by Stockton Buzby of the Procter & Gamble Co. Mr. Buzby said the committee worked on the principle that it is better to do a good job in a few lines than a half-way job in many lines. As the work progresses, he said, it becomes clear that the soap industry can expend effectively far more than the amount thus far invested in the cooperative educational campaign.

This work, he declared, helps to sell all cleanliness products, whatever their nature, including both laundry and toilet soaps and cleaning preparations of every description. Investments in the campaign fund will, as before, be based upon manufacturers' tonnage.

At the directors' meeting all the officers were re-elected and two new offices, assistant secretary and assistant treasurer, were created. The officers for the ensuing year are: President, Sidney M. Colgate, Colgate & Co.; Vice-President, R. R. Deupree, Procter & Gamble Co.; Secretary-Treasurer, J. S. Goldbaum, Fels & Co.; Assistant Secretary, Roscoe C. Edlund; Assistant Treasurer, H. A. Bates, Colgate & Co.

The Board of Directors was increased from nine to twelve. The Directors for 1928 are: Sidney M. Colgate, R. R. Deupree, Dr. J. S. Goldbaum, Stockton Buzby (Procter & Gamble Co.), F. A. Countway (Lever Brothers), N. S. Dahl (John T. Stanley Co.), N. N. Dalton (Palmolive-Peet Co.), E. G. Holloway (James S. Kirk & Co.), Felix

Lowy (Palmolive-Peet Co.), Charles A. Meyer (Los Angeles Soap Co.), H. C. Stanton (Swift & Co.), and Kenneth Worden (Armour & Co.)

The following committees were appointed: Executive Committee—Mr. Colgate, Chairman; Messrs. Buzby, Countway, Goldbaum and Lowy; Membership Committee—Messrs. Dahl and Stanton.

The Radiator Glycerine Committees on Research, Trade Practices and Merchandising were re-appointed.

The following attended the meeting: H. D. Armitage (Emery Candle Co.), H. A. Bates (Colgate & Co.), William F. Brooker (Enoch Morgan's Sons Co.), Stockton Buzby (Procter & Gamble Co.), Sidney M. Colgate (Colgate & Co.), F. A. Countway (Lever Bros.), N. S. Dahl (John T. Stanley Co.), R. H. Hull (Swift & Co.), Everett B. Hurlburt (J. B. Williams Co.), Shelby C. Jones (James S. Kirk & Co.), F. F. Jordan (Emery Candle Co.), H. W. Kingsbury (J. T. Robertson Co., Inc.), S. A. Kirkman (Kirkman & Son), Harry Knight (Paper Makers' Chemical Co.), H. Kranich (Kranich Soap Co.), Felix Lowy (Palmolive-Peet Co.), John W. Morgan (Enoch Morgan's Sons Co.), Charles S. Pearce (Palmolive-Peet Co.), A. W. Peet (Palmolive-Peet Co.), W. E. Philbrick (Beach Soap Co.), H. C. Stanton (Swift & Co.), Albert Steiner (Cincinnati Soap Co.), H. J. Stevens (Purdy & Stevens Supply Co.), and Samuel J. Welsner (The Duz Co., Inc.)

Drug Trade Section Meets

The Drug Trade Section of the New York Board of Trade and Transportation held its regular monthly meeting in the rooms of the Board December 7. Chairman S. B. Penick of the Section presided and after the usual routine committee reports, called upon Dr. A. E. Taylor, Acting Chief, Food Drug and Insecticide Administration, U. S. Department of Agriculture, by invitation the speaker at the meeting.

Dr. Taylor is directly in charge of matters pertaining to the inspection of imports of drugs, chemicals and oils under the Pure Food and Drugs Act, and his remarks, on account of recent trade controversies, have been awaited with considerable interest by the trade. An unusually large attendance was present to hear Dr. Taylor, more than 50 persons being present at the luncheon.

His speech was general in character and in it he outlined the history of the Pure Food and Drugs Act and of the regulations adopted for its enforcement and spoke more or less defensively with regard to the attitude of his own bureau in enforcing the law. Following his address, several members of the Section asked questions regarding particular phases of enforcement to which Dr. Taylor made suitable replies. He declined, however, to answer the question calling for discussion of one particular drug over which there has been some controversy in recent months, referring the inquiry to the Department for a formal reply.

Dr. Taylor's address was very interesting and clarified to some extent the practice of his bureau in handling imported parcels. He stated particularly that every effort was being made to prevent unusual delays in acting upon and passing imports upon their arrival. Members of the Section gave Dr. Taylor a rising vote of thanks for his address on this controversial matter.

The only other important business was the election of L. Eisen, Yonkers, to membership in the Board upon proposal by P. C. Magnus, chairman of the Membership Committee.

Druggists in Controversy at New York

The New York Pharmaceutical Conference conducted a convention of New York druggists at the Manhattan Square Hotel, November 30 and December 1, which developed into a bitter dispute in which the manufacturers and jobbers were blamed by the retailers for unsatisfactory conditions in the trade, for making price cutting possible, and for favoring chain stores above individually owned stores. The manufacturers and jobbers, in turn, blamed the retailers for existing conditions. It was decided to appoint a committee with the three groups represented for the purpose of studying the problem and with the aim of closer cooperation.

Among resolutions adopted was one urging all local druggists' association in New York City and Westchester county to affiliate with the conference. Another resolution provides that the state educational department and the pharmacy schools in the state be urged to assist in keeping down the number of matriculants in such schools. The conference will also endeavor to promote legislation designed to curb the "indiscriminate opening of drug stores," and the further extension of chains of stores.

Chemistry Delegates Visit Piver Plant

The 7th International Chemistry Convention was recently held in Paris on the occasion of the centenary of Marcellin Berthelot, great French scientist, the "Father of Synthetic Chemistry." This convention brought together in Paris great industrialists, famous chemists and professors from every section of the civilized world. When the various meetings and technical conferences were over, the members of the Convention were scheduled to visit a few of the most representative chemical works.

After visiting the power house of Gennevilliers (the largest in the world) they went through the plant of "Etablissements Kuhlmann," makers of heavy chemicals. Finally "Parfumerie L. T. Piver" was visited as representative of its kind.

In this factory, in addition to the daily production of 65 tons of perfumed soaps and 10 tons of face powder, the delegates saw 18 girls washing, drying, and filling daily, 40,000 bottles of perfume and toilet water, also a single man in the department of lotions, producing daily 6,000,000 of litres of lotions. With the well known lines, "Azura," "Trefle," and "Floramyne," the delegates were shown the three new lines created by L. T. Piver: "Astris," "Misti" and "Rocroy," which are called by the makers "the most modern of the modern-perfumes."

London Perfumers Meet

The annual luncheon of the Perfumery Manufacturers Section of the London Chamber of Commerce was held in November with a representative group of the London trade in attendance. Arthur E. Pitt, chairman of the section, presided. The matter of quality of British perfumes and attractiveness of packaging was discussed at some length, and methods for checking the trend toward foreign perfumes and away from British-made products were considered.

Association for Advancement of Science to Meet

The American Association for the Advancement of Science will hold its annual meeting at Nashville, Tenn., beginning December 28.

Beauty Industries Manufacturers' Association Formed

The Beauty Industries Manufacturers' Association will hold an executive meeting Saturday afternoon, January 7, 1928, at 1:00 P.M. at the Hotel Pennsylvania, New York. It will be followed by a regular meeting at the same hour and place Thursday, January 12.

The association was formed during the National Beauty and Barbers Supply Dealers Association convention held in Chicago, October 31. The principal aim of the association is to cooperate with associations, beauty shop owners and the trade in general to gain for the profession the recognition to which America's sixth largest industry

is justly entitled. In addition, tentative plans have been formulated to correct minor evils in the trade.

According to John J. Ryan, secretary of the association, a credit bureau will be established through which credit information concerning jobbers only will be interchanged. This will be to the advantage of beauty shop owners as credit losses are charged against manufacturing costs and raise prices generally. It is not the intention of the association to conduct beauty shows, but the members have all voiced the opinion that the number of shows should be cur-

tailed, and that the exhibitors should be consulted as to the arrangement of programs, so as to lessen the conflict between exhibition hours and the time allotted to lectures, style shows, etc.

A monthly bulletin will be issued informing members of

association activities, and disseminating other information, such as proposed legislation governing the manufacture of cosmetics, electrical appliances, etc. More than sixty of the leading manufacturers have enrolled as members.

The officers are: President, F. H. Tiedemann; 1st vice-president, William Meyer, Wm. Meyer &

Co.; 2nd vice-president, J. W. McGann, C. Nestle Co.; 3rd vice-president, Chas. Arnao, Chas. Arnao Co.; treasurer, R. C. Schulz, Emil J. Paidar Co.; secretary, John J. Ryan, De Melo Perfume Co. The executive committee consists of the following: Gail Fitch, Mme. R. Hudson, Rob Evans, W. Graham Barnett, Irving Salomon, I. Leon and O. M. Swartz.

Following the meeting of the board of directors in January a complete list of the members, who include important firms in the trade, will be available.



F. H. TIEDEMANN



JOHN J. RYAN

Chemists Elect at Annual Meeting

The annual meeting of the Synthetic Organic Chemical Manufacturers' Association was held December 9, at the Hotel Commodore, New York. The executive meeting was held in the morning, at which officers were elected for the coming year.

At the luncheon, presided over by August Merz, president, the following speakers were heard: John E. Edgerton, president of the National Association of Manufacturers and president of the Lebanon Woolen Mills, Lebanon, Tenn.; Dr. Charles H. Herty, advisor to the Chemical Foundation, New York City; Daniel F. Waters, president of the Germantown Dye Works, Germantown, Pa.; Dr. Arthur L. Faubel, secretary of the American Tariff League, New York City.

Mr. Edgerton spoke on the relation of the American manufacturer to the tariff question. He said that the industrial structure of the country has been built up with the help of the protective tariff, the open shop and the guarantee of equal rights to all men. Dr. Herty and Mr. Waters, both honorary members of the association, brought greetings. Dr. Faubel spoke of the indifference of the American manufacturer to the tariff, and the need of educating the general public to the necessity of continuing the protective tariff.

Newly elected officers of the association are: President, August Merz; treasurer, F. P. Summers; vice-presidents, Ralph E. Dorland, W. F. Harrington, P. Samuel Rigney, all re-elected; and E. H. Killheffer, vice-president.

Members of the Board of Governors are: E. A. Barnett, John Campbell & Co.; A. S. Burdick, Abbott Laboratories; Ralph E. Dorland, Dow Chemical Co.; A. J. Farmer, Pharma-Chemical Corp.; W. F. Harrington, E. I. duPont de Nemours & Co.; E. H. Killheffer, Newport Chemical Works; E. H. Klipstein, E. C. Klipstein & Co.; August Merz, Heller & Merz Co.; A. Cressy Morrison, Carbide & Carbon Chemicals Corp.; A. V. H. Mory, Bakelite Corp.; P. Samuel Rigney, Roessler & Hasslacher Chemical Co.; F. P. Summers, Noil Chemical & Color Works; Wm. S. Weeks, Calco Chemical Co.; S. W. Wilder, Merrimac Chemical Co.; F. G. Zinsser, Zinsser & Co.

Dr. Julius Stieglitz, University of Chicago, was elected honorary member.

New Merchants Association Members

At a recent meeting of the Merchants' Association of New York, the Ekroth Laboratories, Inc., consulting chemists, and Seck & Kade, Inc., manufacturers of pharmaceutical products, were elected to membership.

Perfume and Soap in Courts and Customs

Resinaromes Dutiable at 40 Per Cent

(Special Correspondence)

WASHINGTON, D. C., December 15.—Resinaromes have been classified by the U. S. Court of Customs Appeals as dutiable at 40 per cent ad valorem under the third clause of Paragraph 61, Tariff Act of 1922. The court's decision was given in the case of Ungerer & Company, Inc. The resinaromes were assessed with duty at 45 per cent as odoriferous or aromatic chemicals not mixed or compounded. The importers protested that they were properly dutiable at 20 per cent as a non-enumerated manufactured article, or at the same rate of duty by similitude to ambergris, castoreum or civet. The U. S. Customs Court at New York overruled the protest and, on appeal taken by the importers, the court here holds that the material is properly dutiable at 40 per cent by similitude to all mixtures or combinations containing essential or distilled oils, or natural or synthetic odoriferous or aromatic substances. As Ungerer & Company did not make this claim in their protest the appeals court affirmed the judgment of the lower court without approving the collector's classification.

In an opinion by Associate Judge Barber, the court started: "We think these resinaromes are dutiable under Paragraph 61 by virtue of the similitude provision. They are perfume materials used in making perfumery and nothing else; they contain natural odoriferous substances, and are used not only for their odor but for their fixative value. Of course, odor is a requisite of perfumery and fixity thereof desirable. While for the purpose of this decision we do not regard them as mixtures or combinations containing natural odoriferous substances, they clearly are articles containing such substances.

"The question remains, which of the classes of materials provided for in paragraph 61 do these resinaromes most resemble. Those of the first class are of animal origin, the resinaromes are not. The second class may be, according to the language of the second clause, either natural or synthetic chemicals. These resinaromes are, according to the proof, not chemicals, but are natural products. The third class includes all combinations or mixtures (neither is, in terms, included in the first or second class), which contain natural odoriferous or aromatic substances. These resinaromes, the court below found to be natural products containing no foreign substances, and used for making perfumery, for both the odor and fixative value. They are therefore perfumery materials, containing natural odoriferous substances very similar to the things provided for in the third provision of the paragraph, and used for the same purpose.

"Though not directly classifiable under the third clause of paragraph 61, they are so by similitude."

"British" Banned on American Soap

Use of the word "British" to describe bath or toilet soaps manufactured in the United States is prohibited by the Federal Trade Commission in an order issued against the Carlton Soap Co., Inc., of New York. British-made soaps have gained widespread popularity in this country so that many consumers prefer such products to the domestic brand.

Colgate & Co. Sues Procter & Gamble

Application for an injunction against the use of a patented method of soap manufacture by Procter & Gamble was made in Federal Court December 14 by Colgate & Co. The Industrial Spray Drying Corporation and the Spray Drier Process Corporation, under whose licenses Colgate & Co. operate in the use of the patented process, are named as party plaintiffs in the suit.

According to the complaint filed, which asks an accounting and damages as well as an injunction, the patented process has been used in manufacture by the Procter & Gamble Co., although the plaintiffs maintain that their patents give them an exclusive right to the process.

In our SOAP SECTION will be found an account of the patents involved in this litigation. See page 610.

Thieves Get Coty Perfumes

Late in November a truck containing large quantities of perfumes which had just left the plant of Coty, Inc., at 423 West 55th street, New York City, was held up and both the truck and the perfume stolen.

Lawrence Dunn, an employee of the Coty Co., had just loaded the truck with 17 cases of perfumes and was on his way to the dock. As he crossed 10th avenue two bandits jumped on the running board and ordered him, at the point of a revolver, to turn south to 53rd street and continue westward toward 11th avenue. In 53rd street, a blue sedan moved alongside the truck and Dunn was forced into this car. Three of the bandits went along with him and the fourth drove the truck away. He was taken to Vyse avenue and 172nd street, the Bronx, about seven miles from the scene of the hold-up, and there turned loose, but was ordered to stand with his back to the roadway until the car had driven away so that he should not see its license number. He reported the robbery to the Simpson street police station and a general police alarm for the thieves was broadcast.

Detectives found the truck and perfume, December 5, at a Brooklyn warehouse, the owner of which told police a man rented space for the consignment November 23 but failed to come back to claim it. The perfume was returned intact to Coty's.

Edict Against "Permanent Shaves"

Following an edict by the California State Board of Barber Examiners warning barbers not to dispense "permanent shaves," Dr. C. B. Pinkham characterized the permanent hair-pulling operation as "extremely dangerous."

"The medical board is discouraging the use of the electric needle in so-called permanent shaving," asserted Dr. Pinkham.

Bath Salt Manufacturers Indicted

Maurice Rosenberg and Maurice Rubin, president and secretary of the Florazona Corporation, manufacturers of bath salts, New York, were indicted, December 6, by a Federal Grand Jury. Postal inspectors charge that they advertised that their products placed in a tub would take off eight pounds in two weeks without diet or exercise.

Attacks Counterfeiting Evil

Bootleg cosmetics are damaging the American complexion, says a bulletin issued by the American Fair Trade Association. Evidences of widespread counterfeiting of facial creams, rouges, lipsticks and other beautifiers have been laid before the association by manufacturers whose brands have been imitated to help sell spurious products.

"The toilet goods business offers a peculiar temptation to the bootlegger," says the bulletin, "because well-known standard products naturally command more confidence and higher prices than unknown goods unidentified by the name and trademark of reputable manufacturers. Since the consumer has no means of analyzing the contents of a box of powder or rouge or facial cream, and since the appearance of these products is easily imitated, she depends upon the label. Apparently it is not difficult to counterfeit the labels and containers of cosmetic products, at least well enough to deceive the average consumer."

"Frauds of this kind are for the most part practiced by jobbers who often deceive the retailer as well as the consumer, making the retailer believe that he is getting a job lot of genuine high grade, trademarked goods at a cut price. In a case recently investigated by the American Fair Trade Association, it was proved that a certain jobber had counterfeited the container of a well-known rouge so successfully that he had been able to sell a spurious product under this label to unsuspecting retailers without any cut price inducement. The jobber was recently tried and found guilty in the Court of Special Sessions of New York."

"Retailers and consumers are warned to exercise great care in the purchase of standard trademarked toilet goods offered for sale at sensational price reductions."

Protest on Perfumery Materials Successful

No. 4012.—CHEMICAL COMPOUND—PERFUMERY MATERIALS.—Protest 183481-G/74348 of International Forwarding Co. (Chicago). Merchandise classified as a mixture containing essential oils at 50 per cent. ad valorem and 40 cents per pound under paragraph 61, tariff act of 1922, is claimed dutiable at 25 per cent. under paragraph 5 and by amendment to protest at 20 cents per pound and 25 per cent. or at 40 cents per pound and 25 per cent. under paragraph 24.

Opinion by McClelland, J. It was apparent from the testimony submitted that the merchandise involved is not perfumery material as such material is contemplated by the language of paragraph 61. The merchandise was therefore held dutiable at 25 per cent. ad valorem under paragraph 5 as claimed. *Crimmins v. United States* (6 Ct. Cust. Appls. 137; T. D. 35392), *United States v. American Shipping Co.* (13 Id. 346; T. D. 41254), and *Ungerer v. United States* (13 Id. 534; T. D. 41425) cited.

Protest on Olive Oil Sustained

No. 4306.—PROTEST 215535-G OLIVE OIL.—of Western S. & P. Co. (New York).—This protest was against the imposition of duty upon an excessive weight of olive oil.

Opinion by Adamson, J. The collector reported that from the special report and amended return of weight it appeared that clerical error was made on the transcript of the weigher's return in returning the test weight of two cases as 240 pounds and 6 ounces instead of 220 pounds and 6 ounces, and that the protest appeared to be valid to that extent. The protest was therefore sustained and the collector directed to reliquidate, taking duty on 220 pounds and 6 ounces only.

Court Upholds Verdict Against Physician

A verdict for \$1,900 returned last April before Supreme Court Justice Faber and a jury in favor of Mrs. Bertha Schiermer of 149 President street, Brooklyn, and against Dr. F. Roebing Geyuser, physician and skin specialist of 107 East Thirty-fifth street, Manhattan, was upheld by the Appellate Division of the Supreme Court in Brooklyn.

Mrs. Schiermer alleged that her face was permanently injured by scars which remained after Dr. Geyuser had removed some superfluous hair.

Ferd Mülhens, Inc. Answers Mulhens & Kropff

Replying to the statement of Mulhens & Kropff printed in part on page 506 of our November issue, Ferd. Mülhens, Inc., the other party to the recent injunction proceedings in the matter of the "4711" trade mark on Eau de Cologne, has forwarded a letter giving its interpretation of the decision of Judge Mack.

Salient portions of the letter follow:

"The statement of Mulhens & Kropff Inc. does not change the facts in this case nor does it in any way change the reasoning of the Judge in stating that they were attempting to palm off the substitute that they had been offering to the public for over ten years. Counsel for Mulhens & Kropff Inc. conceded the following:

"1. Plaintiff (Mulhens & Kropff, Inc.) concedes that in 1878, Ferdinand Mulhens, the former partner of William Kropff, owned the so-called 'original recipe' for the '4711' cologne; that he still owned the same when the war began in 1917; that the same was not seized by the Custodian or sold to Kropff with Mulhens' share of the business; and that the said Mulhens still owns said 'original recipe' today."

"Furthermore Judge Mack has expressly held:

"If plaintiff (Mulhens & Kropff, Inc.) has acquired the trademark in connection with the business, it nevertheless cannot properly use it so as to lead the public to believe that the product sold by it is identical with the product for which the mark originally stood."

"Whether the trademark belonged to the partnership or whether the firm (Mulhens & Kropff, before the war) was merely licensed by Mulhens to use it, need not here be determined."

"Applying this language of Judge Mack to the case, Mulhens & Kropff Inc. has no right to use the trademark. The mere use of it 'leads the public to believe' (as they have for generations before) 'that the product sold' by this trademark 'is identical with the product for which the mark originally stood.'"

"Printing this letter may not settle any misapprehension but it states facts that are not intended to and do not mislead. For this reason, your readers have a right to be interested in it."

Palmolive Wins Appeal in British Court

LONDON, December 10.—In the Court of Appeal here the appeal of Morris Freedman, defendant, trading as Economical Bazaars, of London, from a decision of Justice Astbury, given on May 27, has been dismissed. Justice Astbury granted an injunction to restrain Freedman from breaking a price maintenance agreement entered into with the plaintiffs, Palmolive Company (of England), Ltd., not to sell Palmolive soap under 6d. (12 cents) per tablet.



Official Report of Flavoring Extract Manufacturers' Association

Following the appearance of the November report of the activities of the Flavoring Extract Manufacturers' Association of the United States, the affairs of the organization have been conducted with the usual vim by D. T. Gunning, the president; Thomas J. Hickey, executive secretary and general counsel, and the other officers and members of the various committees.

The 1928 convention of the Association will be held in Buffalo, N. Y., according to present intentions, at a date which will be decided upon later.

Death has again invaded the ranks of the Association. Bulletin No. 263 announces the death of Julius Koehler, of Fritzsche Brothers, New York, and contains a lengthy tribute and obituary, including this paragraph:

"His engaging personality, genial manner and sterling character won for him a host of friends throughout the entire country, and the regard in which he was universally held is well exemplified in the statement of one of the leaders in the essential oil trade that Julius Koehler was one of Nature's finest gentlemen."

The demise of C. F. Sauer, Sr., is announced with sorrow in Bulletin No. 266, which reviews his career and contains expressions of sympathy. It says in part:

"While our members knew Mr. Sauer as a successful business man, he had many other interests. He was keenly interested in the expansion and development of Richmond not only in a material way, but in an artistic way.

"To our members Mr. Sauer's death will come as a distinct shock. It seems only a little while since we were delightfully entertained at Richmond by Mr. Sauer and his associates at our convention in that hospitable city."

(An obituary of Mr. Sauer appears in our TRADE NOTES department in this issue.—EDITOR.)

Circular No. 262 deals with Sauces or Syrups Containing Intoxicating Liquor. This is given elsewhere in this issue. It should be noted that our WASHINGTON CORRESPONDENCE this month contains several matters of importance to the flavoring extract manufacturers.

Circular 264 relates to the Overtime Operation of Plants Under Regulations 3. It will be found in our WASHINGTON CORRESPONDENCE relating to alcohol.

Circular No. 265 deals with Legislation. Attorney Hickey advises the membership that Congress is again in session and that preparations must be made for united efforts in protecting the interests of the industry.

Circular No. 263 gives information regarding the Biennial Census of Manufactures for 1927 and urges the full co-operation of the members with the Census Bureau.

Taken altogether the month has been one of much activity.

Soda Water Flavor Manufacturers Hold Their 22nd Convention

The National Association of Manufacturers of Soda Water Flavors held its 22nd annual convention in the Roosevelt Hotel, New Orleans, on November 15. August Peter, president, presided at the deliberations of the members.

The annual report of Thomas J. Hickey, secretary and attorney, reviewing the transactions of the year, was complete and comprehensive. During the year he sent out eighteen bulletins to members and handled a total of 436 legislative bills in the various States. He said in part:

"With the co-operation of our members we were able to defeat or secure the proper amendment of most of the bills which were objectionable to our industry. However, there was one class of bills that we were not able to cope

with successfully, to wit: those bills which impose a registration fee upon products shipped in from other States. An outstanding example of this type of legislation is the Michigan law which has caused so much trouble since its enactment last winter. This law provides that all soda water syrups and extracts must be registered with the State Department and a registration fee of \$5 paid for each soda water syrup or extract so registered.



W. H. GAST

"The worst feature of this situation is that it may spread to other States. We will have fifteen or twenty State legislatures in session next winter, and I look for this same question of legislation to crop out. It is a very favorite method of raising money for State purposes, because short-sighted people of the State somehow do not seem to be able to realize that the cost of it eventually rests on their own shoulders."

Secretary Hickey also reviewed the prohibition hearings at Washington on permits and imitation flavors, as well as the labeling of carbonated beverages and imitation fruit flavors. He referred to the movement of the American Bottlers of Carbonated Beverages in favor of the use of "Carbonated Beverage" as a substitute for "Soda" on soft drinks, to which he found no objection should the change be carried into effect by its advocates. Other matters, which have been fully treated in this section, also were discussed in considerable detail.

Mr. Hickey referred with sorrow to the deaths of H. C.

Schranck and Richard H. Bond since the last meeting. He also voiced his thanks to August Peter, the retiring president, and Dr. H. E. Harrison, treasurer, for the untiring and valuable co-operation they had given to him.

The report was adopted and ordered filed.

W. Parker Jones, Washington representative, called attention to the fact that the Federal Trade Commission has executed a policy which, if carried out, will eventually prevent the use of fruit names upon imitation products. In other words, according to the present attitude of the Commission, a name like "Imitation Grape Flavor" should not be used because it includes the word "Grape" as a part of the name of the product. If this ruling is upheld it would revolutionize the present nomenclature for soft drinks and cause no end of confusion in the trade.

After a full discussion it was decided to have the secretary see what can be done about arranging a hearing before the Federal Trade Commission in Washington; and if such a hearing can be arranged, then the president is to appoint a representative committee of manufacturers to appear before the Commission in an effort to forestall any campaign along this line which may be contemplated by the Commission against the industry. It was the sense of the meeting that this is one of the most important questions that has developed during recent years and that no effort should be spared to stop any crusade that the Commission may be planning to undertake.

The secretary was also instructed to secure the co-operation of the American Bottlers of Carbonated Beverages in this matter.

Frank F. Pasch stated that he had been in conference with some people in Michigan, and that he thought the Michigan Department could be induced to hold that the recent amendment to the law in that State requiring syrups and flavors to be registered does not apply to products shipped into the State directly to bottlers. Mr. Pasch and Mr. Hickey are to co-operate to see what can be done to obtain a favorable decision from the Michigan Department in this respect.

Dr. H. E. Harrison was authorized to invite Fritzsche Brothers, Inc., and the Virginia Dare Extract Co. to become members of the association.

A telegram was sent to D. W. Hutchinson, Chicago, expressing regret that he was unable to attend the meeting, the first one that he has missed since the organization of the association in 1905.

Charles O'Connor, W. F. Meyer and Henry Kassens, composing the nominating committee, reported the following ticket, which was elected unanimously:

President, W. H. Gast, Theonett & Co., Chicago.

Vice-president, Frank F. Pasch, Frank F. Pasch Co., Milwaukee.

Treasurer, H. E. Harrison, Liquid Carbonic Corporation, 3100 South Kedzie Avenue, Chicago, Ill.

Attorney and Secretary, Thomas J. Hickey, 1261 First National Bank Bldg., Chicago.

Board of Directors (additional to the above officers). August Peter, Northwestern Extract Co., Milwaukee; Harry Whittle, Whittle & Mutch, Philadelphia; T. C. Spencer, John Mulhern Co., San Francisco; Ira B. Harkey, National Fruit Flavor Co., New Orleans; S. R. Casey, Blue Seal Extract Co., Boston.

Resolutions were adopted thanking the National Confectioners' Association, the Flavoring Extract Manufac-

turers' Association, the American Bottlers of Carbonated Beverages and the trade press for their co-operation.

Those attending the convention were as follows:

Northwestern Extract Co., by August Peter.

S. Twitchell Co., by Chas. O'Connor, Harry R. Hess.

National Fruit Flavor Co., by Ira B. Harkey.

Virginia Dare Extract Co., by B. H. Smith.

Whittle & Mutch, by Harry Whittle, Samuel W. Mutch.

Harold Mutch, John C. Mutch.

Hurty-Peck & Co., by G. J. Hurty.

Coca Cola Co., by W. P. Heath.

Liquid Carbonic Corporation, by H. E. Harrison.

Frank F. Pasch Co., by Frank F. Pasch.

Henry Magnus, by E. Henry Magnus.

Warner-Jenkinson Co., by W. F. Meyer.

Hugh J. McMackin Co., by Hugh J. McMackin.

Blue Seal Extract Co., by S. R. Casey.

Theall & Pile, Inc., by T. S. Gannon.

A. J. Lehman & Co., by Philip Steiner.

Monarch Mfg. Co., by J. B. Whitton.

Crescent City Carbonate Co., by H. R. Stevens, W. S. Bickford.

John Mulhern Co., by T. C. Spencer.

W. H. Hutchinson & Son, by C. L. Cole.

E. Berghausen Chem. Co., by Henry Kassens.

Theonett & Co., by W. H. Gast.

W. Parker Jones, Washington Representative, Washington, D. C.

Thomas J. Hickey, Secretary National Manufacturers Soda Water Flavors.

Bottlers Order \$300,000 Advertising Campaign

The American Bottlers of Carbonated Beverages held their ninth annual convention November 14 to 18 in the International Trade Exhibition Building, New Orleans. The attendance was larger than ever before and many matters of importance to the industry were considered and acted upon. This included approval of plans for a \$300,000 advertising campaign to start in May, 1928. Approximately 800 daily newspapers throughout the United States will carry the message of the merits of bottled carbonated beverages during the Summer to readers in the home towns of subscribers to the fund. Billboards will also be used.

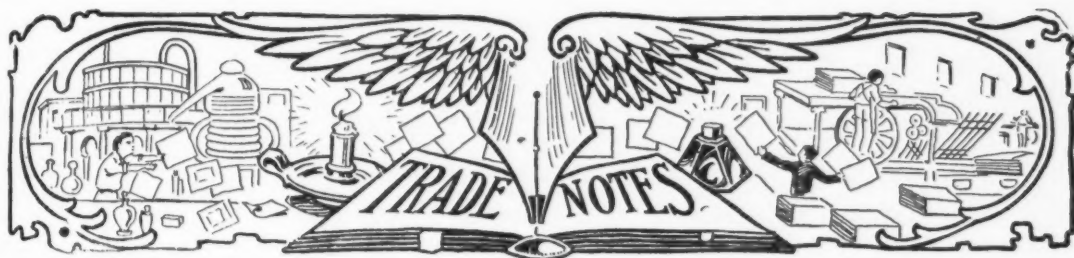
The association elected these officers for 1928:

President, C. B. Chesterman, Sioux City, Iowa; Vice-President, Carl A. Jones, Bristol, Va.; Treasurer, I. M. Oberfelder, Baltimore; Secretary, Junior Owens, Washington, D. C.

Executive Board—(Three-year-term) Sidney W. Lee, Birmingham; James Vernor, Jr., Detroit; Martin L. Schmidt, Louisville; W. S. Whitman, Grand Forks. (Two-year term) W. B. Hatfield, Brooklyn, N. Y.; H. E. Kimball, Millis, Mass.; Thomas Moore, Minneapolis; Virgil Browne, Oklahoma City. (One-year term) W. P. Reeves, Greenville, Texas; Frank L. Johnson, Statesville, N. C.; Wm. D. Bostelmann, Chicago; Fred S. Gould, Atlanta.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in other departments.



The Elcaya Co., Inc., has changed the containers of its line of creams for the first time in 25 years, the firm states. Heretofore the cartons were designed in green or brown, with no designation of the purpose of the creams on the package. The new style package is entirely in green, with one word on the top of each box to state the purpose of the contents. These include Elcaya cleansing cold cream, Creme Elcaya foundation cream, Elcaya witch-hazel astringent cream, and Elcaya tissue cream.

Thurston-Helme, Inc., New York, manufacturers of hand cream, recently changed the name of their product, Thurston's hand cream, to "Thine" hand cream. The trade mark name "Thine" will apply to all Thurston-Helme, Inc., products henceforth.

The business was incorporated under the laws of New York state in 1926 and has since shown a healthy growth. Offices since the founding of the business have been at 41 East 42nd street. The officers of the company are James B. Helme, president and treasurer; secretary, open; and Mary D. V. Helme, vice-president. James R. Shurts, formerly with Charles C. Green Advertising Agency, has been appointed merchandising manager, and William H. Yates, of Ohio, is selling agent in that State.

Another product of the company is "Thine" hand cleanser, which is a powder and not a powdered soap.

The company has appointed M. P. Gould & Co. of New York its advertising agents.

Miro Dena, perfumer, New York, was sold in November to William W. Bardsley and George A. Stevens. The business was incorporated in the state of New York in September. It was founded early this century in Syracuse, N. Y., by Mrs. Frederick Hubbard. In May, 1911, the business was moved from Syracuse to New York.

Officers of the newly purchased business are William W. Bardsley, president; George A. Stevens, vice-president and sales manager, who will assume his duties at the first of the year, and Joseph F. Mann, secretary and treasurer.

Mr. Bardsley, who resides at Montclair, N. J., is a graduate of Princeton and Columbia Law School. He was connected with the New York *Tribune* from 1914 to 1917, subsequently joining the Home Life Insurance Company of New York and the New England Mutual Life of Boston, with which two companies he was associated in a legal capacity from 1917 until this year. Mr. Stevens was connected with E. I. duPont de Nemours & Co. for several years and, subsequently, with Woodworth, Incorporated, New York.

The American Home Products Corporation, Cincinnati, Ohio, has announced the purchase of the Bi So Dol Company of New York, which manufactures a digestant. The transition was made through an exchange of securities. The terms were not made public, but the deal was believed to involve more than \$5,000,000. The properties will be taken over about January 1.

James N. Gamble, vice president of the Procter & Gamble Co., retired, has recently added to the long list of charities in which he is interested a project for the establishment of a great institute of medical research in connection with the Christ Hospital, Cincinnati. Plans call for the establishment of an institute which



JAMES N. GAMBLE

will be equal in scope and opportunity for accomplishment to the three great medical research centers in the United States — the Mayo Brothers clinic at Rochester, Minn.; the Johns Hopkins Research Institute and the Rockefeller Foundation.

Mr. Gamble's plan to establish this institute was announced after he had already given \$500,000 to the Christ Hospital building fund campaign. With characteristic modesty, Mr. Gamble did not appear at the meeting where announcement of the gift was made. His son-in-law, Judge Alfred K. Nippert, read a brief letter in which Mr. Gamble stated that he would like to add a complete floor to the hospital for an institute of medical research, adding that he would pay for it and the cost of the equipment, and would maintain an endowment as well. The cost will probably run into millions of dollars.

Mr. Gamble, who is 91 years old, has not taken an active part in activities of the Procter & Gamble Co. for more than 20 years. He still maintains an office in the heart of the city, however, where he goes almost every day and which is now devoted entirely to philanthropic work.

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Allen B. Wrisley, head of Allen B. Wrisley Co., Chicago, died at Johns Hopkins Hospital, Baltimore, December 19, at the age of 91. Burial was at Lombard, Ill. He leaves a widow and a grandson, Wrisley Olson. A more extended notice will appear in our January issue.

In a recent issue of *Liberty*, Eileen Bourne, beauty expert and consultant for the magazine, devotes her page to an interview with Dr. Curt P. Wimmer, of Columbia University, Consulting Editor for this Journal. Dr. Wimmer, in the interview, dispels some of the misapprehensions which have arisen regarding the alleged danger of the use of certain cosmetic preparations.

Louis J. Gumpert has been appointed sales manager of B. T. Babbitt, Inc., New York. Mr. Gumpert became connected with that firm in 1915 as retail salesman. He was promoted from that position to district sales manager of the Philadelphia office and, subsequently, became district sales manager in charge of the metropolitan district. In this capacity he gradually absorbed a knowledge of the territories throughout the country until he was appointed general sales manager.

Mr. Gumpert is a resident of Hewlett, Long Island, where he is president of the Civic Association and Fire Commissioner. He is also a member of Euclid Lodge and Kismet Temple, Brooklyn. When he was a student at Erasmus High School, Brooklyn, he was a crack athlete and, to this day, in competition at sprinting events at various sales conferences, he breasts the tape well ahead of his competitors.

The will of the late Douglas Smith, president of the Pepsodent Co., Chicago, who died on November 7, has been filed in probate court. No greater tribute to Mr. Smith could be paid than to repeat a few of the clauses in the will. Among these is the formation of a trust fund of approximately \$600,000 to be used in behalf of the working girls of Chicago. Income from this fund will, for a period of ten years, be spent for charity at the direction of Mr. Smith's widow, Mrs. Emaroy J. Smith; Hubbard Woods, Kenneth G. Smith, president of the Pepsodent Co., and Albert D. Lasker.

In the will, Mr. Smith said: "I would suggest that the one class most worthy of help is that of girls who are perforce obliged to earn their own living. Assistance given to organizations or associations engaged especially in helping this class would, in my opinion, be wisely bestowed."

After provision for his widow and two daughters and son, a trust fund is created to be used for charity for ten years and then turned over to the son. During his lifetime, Mr. Smith gave over \$1,000,000 to the University of Chicago, and was identified also with numerous other charitable and educational enterprises.

A recent issue of *Printers' Ink* gave most of the credit for building up the widespread distribution of Pepsodent tooth paste to Mr. Smith, saying that it was largely as a result of his confidence in the ability of advertising to introduce and sell the product that recognition was won for it. A brief obituary notice of Mr. Smith appeared on page 527 of our November issue.



THE LATE DOUGLAS SMITH

Cuno F. Sauer, founder of the C. F. Sauer Co., manufacturers of flavoring extracts, Richmond, Va., died in Richmond on November 21 following an illness of several weeks. He was 61 years old.

Mr. Sauer founded the C. F. Sauer Co. forty years ago. His business was a direct outgrowth of his early career with a wholesale drug supply house in Richmond. He started with this house at the age of thirteen and continued with them in the capacity of a general assistant for about two years. During that time he was studying the business



C. F. SAUER

and gradually building up a few small retail drug accounts of his own. In this way he became acquainted with several prominent retail druggists and after several years purchased a retail drug business, putting into it his entire savings and also \$200 in the form of a loan from the wholesale company for whom he was working. He immediately began the manufacture of flavoring extracts and family remedies in connection with his enterprise.

The present C. F. Sauer Co., one of the largest manufacturers of flavoring extracts in the world, is the outgrowth of that enterprise. Mr. Sauer later organized a subsidiary company, the American Laboratories, Inc., which manufactures pharmaceutical and household remedies. He continued in active control of both companies and of other widespread business interests in Richmond up until the time of his death.

Always interested in co-operative effort, Mr. Sauer had long taken a prominent part in the activities of the Flavoring Extract Manufacturers' Association, serving it faithfully on many important committees. In June he was chairman of the Convention Committee and conducted one of the most successful conventions in the history of the association in his native city.

His outstanding character and personality won for him a host of friends not only in Richmond but in all parts of the United States, and his loss will be keenly felt by many, especially his business associates and the friends which he made in the flavoring extract industry.

Mr. Sauer leaves a widow, one son, Conrad F. Sauer, and a daughter, Mrs. Matt Will, all of Richmond.

George Grice, formerly vice-president and secretary of Houbigant, Inc., New York, left that organization the latter part of September and is now connected with Edouardo Parfums, New York. Mr. Grice was connected with Houbigant, Inc., for six years.

Gerard B. Lambert, president of the Lambert Pharmacal Co., recently bought from General Cornelius Vanderbilt the yacht *Atlantic*, said to be the largest schooner-rigged private yacht in the world. The *Atlantic* will be entered by Mr. Lambert in the race across the Atlantic from Sandy Hook to San Sebastian in competition for a gold cup to be offered by King Alfonso of Spain. The yacht has long been identified with yachting records in all parts of the world and holds already the record for crossing the Atlantic under sail. At various times the King of England, the Kaiser and many interesting personages have been guests aboard the vessel.

V. Vivaudou, Inc., has announced that its board of directors has substituted a stock dividend of $2\frac{1}{2}$ per cent. for the regular quarterly cash dividend of 75 cents a share on the common stock. The stock dividend is payable March 21 to holders of record March 5.

Commenting upon this change in the policy of the company, Thomas J. McHugh, president, said: "We have decided to substitute a stock dividend for our regular cash dividend in order to conserve the resources of the company for a most ambitious program of expansion. We have added to our general sales force about 250 salesmen and have increased other departments proportionally. In addition to this, we are planning to inaugurate in the very near future the most extensive advertising campaign in the history of the company.

"Early in 1928 both Vivaudou and Kerkoff, our subsidiary, will put out entirely new lines of products upon which considerable efforts will be made. We have also acquired a large and completely equipped brush factory, and are planning to enter the tooth brush business on a large scale and to manufacture a complete line of other brushes.

"The recent acquisition of Djer Kiss, Melba Mfg. Co., the new brush business and the developing of our retail distribution through our subsidiary, Delettretz shops, makes it necessary for us to have a considerable cash balance on hand at this time. We do not wish to issue any more stock or to assume a bonded indebtedness, and for this reason we are making a stock distribution to our stockholders rather than a cash disbursement. Incidentally, since our dividend policy was inaugurated in July, 1926, we have paid out nearly \$2,000,000 in cash to our stockholders.

"We believe that our additional sales and advertising efforts, and the acquisition of the subsidiary companies will greatly increase the earnings of V. Vivaudou, Inc., and we anticipate one of the most prosperous periods in our history."

It is reported that V. Vivaudou, Inc., will shortly announce another merger which will be of nation-wide interest. Definite confirmation of this report, however, is lacking.

President McHugh has announced that advertising plans for 1928 advertising on the Vivaudou Mavis, Djer Kiss and Melba lines of toilet articles have been formulated and definitely approved. Each of these lines will be advertised in a comprehensive list of women's magazines, small-town magazines and agricultural journals, supplemented by continuous advertising in both rotogravure and black-and-white in newspapers throughout the country. Combined, these media reach every city and town in the Union, with frequent insertions of large-space advertisements.

The Vivaudou Mavis advertising will be prepared and placed by the Charles C. Green Advertising Agency, Inc., the Melba advertising by the Federal Advertising Agency, Inc., and the Djer Kiss advertising by the Biow Co., Inc., all of New York City.

The annual sales meeting and convention of V. Vivaudou, Inc., was held at the offices of the company in New York the week of December 12. Inspirational talks by officers of the company and a general discussion of trade and sales problems featured the meeting. Among those who addressed the sessions were Thomas J. McHugh, president, and E. V. Koehler, vice-president of the company. An attractive program of entertainment was also provided for the participants in the convention.

Delettretz, Paris, has recently opened the first of a series of beauty shops in New York City. The shop is located on Fifth Avenue at 57th street and its attractive façade which is shown in the accompanying photograph forms a most striking addition to the avenue. The exterior is beautifully decorated and the interior is no less attractive. Entering the door the visitor finds himself in a spacious and comfortably furnished lobby in which attractive cases display the Delettretz products to the best advantage. Back of this on the same floor are most modern booths fitted with the latest in beauty parlor equipment.

In addition to the treatments, a full line of beauty preparations is sold in the shop and is made especially appealing



NEW DELETTREZ SHOP IN NEW YORK

by the beauty of the containers. These same preparations will be distributed through agencies in other sections of the United States and in additional shops soon to be opened by Delettretz.

Eugene Bigaouette, of G. A. Bigaouette, Ltd., perfumers, Saint Laurent, Montreal, Canada, has been calling on the trade in the metropolitan territory during the early part of this month. Mr. Bigaouette reports that the outlook for more moderate priced toilet preparations in Canada is very good.

George White Butler, for twenty-three years in the employ of E. R. Squibb & Sons, chemists, died of heart disease at the Methodist Episcopal Hospital, New York, on December 8. He was born in Philadelphia sixty-five years ago and was a graduate of the Philadelphia College of Pharmacy. He lived at 192 Ocean avenue, Brooklyn, and left his wife and a daughter.

Georges Klotz, president of Pinaud, Inc., New York, and with his brother Henri, co-proprietor of Parfumerie Ed. Pinaud, Paris, arrived on the *Ile de France*, November 15 and will remain here till January 14, sailing on the *Paris*.

In conference with the staff of the American company, headed by J. J. Quinn, executive vice president and director, he has authorized a national advertising campaign on the new Pinaud cream which has won such instant and signal success. Other new products will soon be launched including shampoo powder, shaving cream, etc., which will be ready for presentation in the early spring.

Mr. Klotz spent a week in Montreal and Toronto to arrange for a separate Canadian branch which will be housed in a building to be erected in Toronto, along the lines of the plant and office in New York, where the new establishment has proven so satisfactory.

M. R. Stoerger has been appointed southern representative by Magnus, Mabee & Reynard, Inc., New York, and will make his first trip shortly after January 1.

Dr. Lillian B. Storms, widely known as a lecturer on Home Economics and for her nutritional research work in the United States and other countries, has been appointed Director of the Department of Home Economics of the American Bottlers of Carbonated Beverages. Dr. Storms' department will function as one of the services for the industry by the office of National Secretary Junior Owens, 726-729 Bond Buildings, Washington, D. C., where she will work in conjunction with the A. B. C. B. Bureau of Public Relations.



DR. LILLIAN B. STORMS

Ames, Iowa, where she made an exceptional record.

Besides her teaching and research work, Dr. Storms has done much public speaking and is a contributor to scientific publications. She was graduated from Iowa State College, Home Economic Course, and subsequently received the degree of Master of Science, in nutrition, under Dr. Mary Swartz Rose, of Teachers' College, Columbia University, New York City, and the degree of Doctor of Philosophy, in chemistry, under Dr. H. C. Sherman, of the same institution.



GEORGES KLOTZ

Leon L. Beckwith, president of Bonheur Co., Syracuse, N. Y., called on friends in the New York trade the week of December 5.

Present quarters proving entirely too inadequate and insufficient, due to the rapid growth of the company during the last few years, a commodious structure which will house the administrative offices is being erected by the Norwich Pharmacal Co. at Norwich, N. Y.

The new building will be of brick and stone construction and will be fireproof throughout. The exterior will be of decorative light stone. The entrance and lobbies will be of Zenitherm in conservative effects.

In addition to the offices of the company officials, the new building will include spacious lobbies, a richly-furnished directors' room, several smaller conference rooms, and a general assembly hall.

Anticipating the future requirements of the company, to which continued growth is rapidly leading, additional property has been acquired which will provide ample space for the erection of other buildings.

William M. Coatsworth has just been appointed sales manager of The Mennen Co., Newark, N. J., manufacturers of toilet articles. Mr. Coatsworth's appointment follows



Photo, Blank & Stoller

WILLIAM M. COATSWORTH

three years' connection with the company in the capacity of assistant sales manager. He was formerly connected with the firm of Bauer & Black, Chicago, Ill., serving several years with that company as assistant sales manager. He came to our industries from the United States Tire Co., with which he had been engaged in sales promotional work for several years.

During the war, Mr. Coatsworth served as a captain of infantry and saw considerable service overseas. He resigned his position with the United States Tire Co. to enter the army.

His many friends in the toilet preparations industry will be glad to learn of his advancement with the Mennen Company.

De Miracle Chemical Co., 138 West 14th street, New York City, manufacturer of toilet preparations, was elected a member of the Merchants' Association of New York at the recent meeting of the Board of Governors of the association. Philip A. Hutchins, president of the company, will represent it in the meetings of the association.

Rodney C. Caryl, secretary and production manager of the Jennings Mfg. Co., Grand Rapids, Mich., had the misfortune to fall in the elevator shaft in the company's plant, November 21, while showing visitors through the factory. Mr. Caryl sustained a fractured left leg and fractured right arm besides other less serious injuries.

He is now in the Butterworth Hospital, Grand Rapids, where his complete recovery is expected. He will probably be laid up for about six weeks. His many friends in the industry will wish him a speedy return to health.

Bartow L. Heminway, of the Waterbury Paper Box Co., Waterbury, Conn., and Mrs. Heminway, have returned from a two months' pleasure trip in England and France. While in France Mr. Heminway spent considerable time in Paris where he visited some of the more prominent perfumers.

Users of metal caps will be interested in the attractive insert of the American Metal Cap Co., Brooklyn, N. Y., printed between advertising pages 140 and 141 in this issue, describing the Amerseal Cap. The company also presents a series of reasons which it urges for the adoption of this method of sealing containers of various kinds employed in numerous industries.

Procter & Gamble will offer prizes amounting to more than \$1,600 to professional and amateur sculptors competing in the fourth national soap sculpture contest to be held at the Anderson Galleries, New York. Entries will be received between February 1 and May 1, 1928, and these will be judged by Gutzon Borglum, Lorado Taft and other well-known sculptors, artists and educators.

The Christmas number of *House Beautiful* contains a splendidly illustrated article by Simon di Vaulchier of Colgate & Co. which the author calls "Collecting for Our Grandchildren." Quoting the recent *Atlantic Monthly* article on beauty in containers, the article describes and shows some very interesting specimens of the bottle manufacturers' art and describes why they are entitled to a place in the collector's cabinet.

Bristol-Myers Co., manufacturers of toilet preparations, held its annual sales convention the entire week of December 5 at the Waldorf Astoria, New York City. More than fifty of the company's representatives, including virtually the entire sales force in the United States, Canada and England, attended the meeting.

No formal program was laid out for the discussions, although addresses by officers and sales executives formed prominent features of the sessions. Each member of the force

Press dispatches from Nice report an unusual spell of cold weather throughout the entire Riviera. Several inches of snow have fallen and temperatures have dropped far below normal levels. The damage has been considerable especially to delicate plants and flowers and severe financial losses are feared.

An issue of stock of Woodworth, Inc., is now being offered to the public. The issue will consist of 50,000 shares of preferred with conversion privilege and 100,000 shares of common, presently to be outstanding. Sixty thousand additional shares of common have been authorized of which 50,000 will be used to retire the preferred and 10,000 will be subscribed by those associated in the management, making a total issue of \$5,750,000 at present prices.

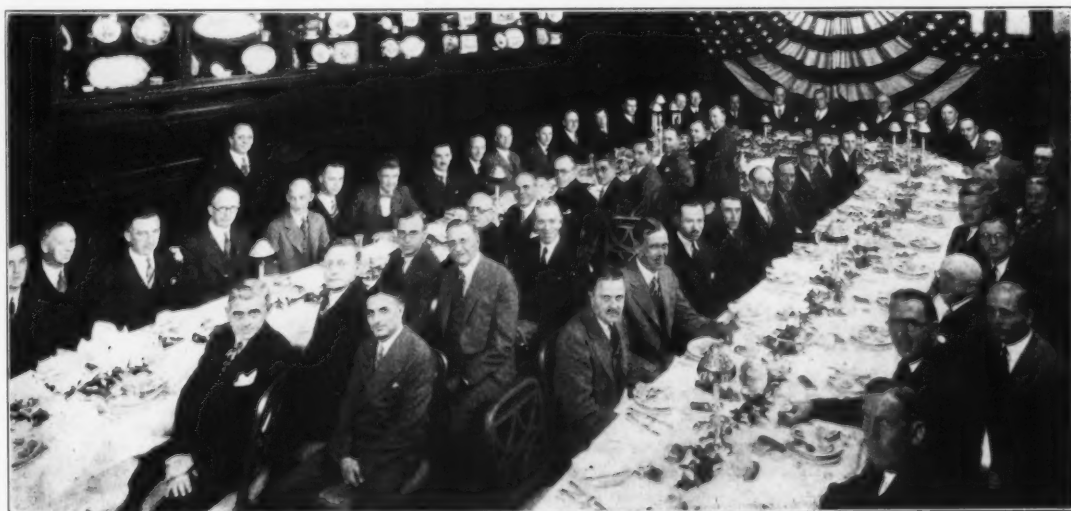
I. W. Lyon Co., established 1866, manufacturers of Dr. Lyon's tooth powder and Dr. Lyon's dental cream has been sold to the R. L. Watkins Co., Cleveland, O.

Harry C. Goodwin, head of H. C. Goodwin, Inc., of Rochester, N. Y., which has been associated in advertising work for several firms in our industry, was elected a councilman at large for the city of Rochester in the recent general election. This position is of more than usual importance this year because of the fact that the new city council will inaugurate government under a city manager plan. Mr. Goodwin received 51,250 votes, standing third in the list, which was approximately 22,000 votes higher than the nearest member of the opposition party.

was called upon for a discussion of the problems arising in his particular territory and much general information regarding sales problems and methods was secured in this way.

An entire day was spent at the plant of the company at Hillside, N. J., and the rest of the time in New York, where plans for the 1928 sales and advertising campaigns were considered and discussed.

Entertainment features included concerts by the famous Ipapa Troubadours and a banquet at the hotel on Thursday.



BANQUET OF BRISTOL-MYERS SALES CONVENTION, WALDORF ASTORIA, NEW YORK

Salesmen of Harriet Hubbard Ayer, Inc., New York City, gathered at the main offices of the company the week of December 12 for the annual sales convention. Eighteen representatives of the company including men from the Pacific Coast and from Canada were in attendance. They were addressed by executives of the company and exchanged sales experiences and discussed sales problems in sessions which occupied the entire week.

Mr. and Mrs. Robert L. Dodge returned on the *Paris*, December 14, from a four months' European trip. Mrs. Dodge is president of Harriet Hubbard Ayer, Inc. Her daughter, Miss Mary Sefton Thomas and sisters, Mrs. C. D. Hallett accompanied her. The party spent four months touring Europe by automobile, visiting Switzerland, France and Italy.

Truzy, Inc., 520 West 27th street, New York City, advise that on December 15 Victor Vivaudou disposed of his entire interest in the corporation and will henceforth be connected with it only as chemist and perfumer at the plant of its French subsidiary, Challi, of Paris. Mr. Vivaudou sailed for France on the *Paris* December 16.

In an interview with W. G. Cisar, president and secretary and J. A. MacDonald, vice-president and treasurer, we were advised that there is now ample capital from New York and Chicago interests, and the policy will be to cater to the jobbing trade and to get their cooperation.

Mr. Cisar traveled through the Mid-west from Chicago to Denver and as far south as Texas for V. Vivaudou, Inc., for a period of twelve years, and Mr. MacDonald was employed by the same organization in the East for a similar period.

They will bring out new lines in the near future and look forward with confidence to the rehabilitation of the business.

Parfumerie Rigaud, Paris, France, has agreed with George Borgfeldt & Co., New York City, which has previously handled the account, to give the distributing contract for Rigaud products in the United States to E. Fougera & Co., New York City, according to an announcement by Montague M. Sterling, president of that company, which has distributed Rigaud pharmaceuticals in the United States for about 40 years. W. D. Baker, formerly sales manager for Venida hair nets, has been elected vice-president of E. Fougera & Co. in charge of the perfumery division, which will handle the sales of Rigaud perfumes and toilet preparations.

The latest copy of *Tri-Color*, the official publication of the Illinois Athletic Club, Chicago, contains a notice of the annual meeting of "The Otters," an organization of the swimming group of the I. A. C. We note with pleasure that Frank Z. Woods, Chicago manager for the Federal Products Co., of Cincinnati, was chosen president of this group at the meeting.

Several swimming events were also held, in one of which, the 40 yards breast stroke handicap, Mr. Woods was entered. The *Tri-Color* says "Woods, on account of kicking to the handicapper about his ten-second handicap allowed, was penalized two extra seconds, and undoubtedly due to this handicap, lost his race, as he was going very strong at the finish."

We have always known that Mr. Woods was "very strong at the finish" and extend to him our congratulations upon his election to office and our best wishes for success the next time he enters a race.

The sale of the controlling stock in the William Waltke & Co., St. Louis, Mo., soap manufacturers, has been ratified at a stockholders' meeting. Holders of over 95 per cent of the stock approved the sale, which will result in the Procter & Gamble Co. acquiring the assets of the St. Louis house.

The action of the majority stockholders virtually ends the business of the Waltke company. Papers were prepared dissolving the company, a West Virginia corporation, and filed with the Recorder of Deeds, according to John H. Holliday, attorney for W. A. Harriman & Co., Inc., New York, which purchased the stock. Mr. Holliday said publication must be made of the dissolution for four weeks before the action can become effective.

He stated that approximately 20 per cent of the common stock had not been redeemed at the \$70 a share price fixed by Harriman or the equivalent in Procter & Gamble stock. There shares can be traded for Procter & Gamble preferred, three shares of Waltke common for two of Procter & Gamble preferred, any time before the affairs of the Waltke company are definitely concluded.

H. G. French, vice-president of Procter & Gamble Co., made this statement about the sale:

"We were approached by a representative of Wm. Waltke & Co., of St. Louis, who stated that they were anxious to sell their business. After some negotiation we signed an agreement to buy the physical properties, brands, good will, etc., of that company; the price asked, and the price which we paid, was \$1,650,000 in cash, and 66,898 shares of the 6 per cent preferred stock of our company.

"On November 30, the stockholders of Wm. Waltke & Co. met and voted to confirm the sale of the assets of the company; the vote recorded in opposition to the sale was 1,485 shares, out of a total of 114,806 shares eligible to vote."

St. Louis advices state that Procter & Gamble will issue \$6,689,800 of its 6 per cent cumulative preferred stock to make the purchase. The Waltke company has \$1,500,000 of 7 per cent preferred and 109,000 no par shares outstanding. The preferred will receive \$110 and dividends.

Procter & Gamble recently called for cancellation \$9,931,000 of the preferred stock outstanding.

Announcement will be made in a few days of an offer of stock in Woodworth Inc., New York, the well-known perfume house.

Established over 70 years ago in Rochester, they have maintained an excellent name, and during the past 10 years made particularly notable progress under the sales management of Edwin Ross who resigned last Autumn. The present general manager is Ralph H. Aronson, formerly connected with McKesson & Robbins, and V. Vivaudou, Inc. The control has heretofore resided with Chauncey E. Woodworth and his late mother, who passed away a few months ago.

The details were not announced up to the time we went to press, excepting that the offer for convertible preferred stock will be \$35 per share, with the right to buy a like amount of common stock at \$25 per share. It was stated that the earnings were almost four and one half times the dividend requirements on the preferred stock, and that the earnings this year would run over \$4 per share on the common. Dividends on the preferred stock will be paid at \$2.50 per share, and on the common stock at \$1.50 per share.

Carlova, Inc., Binghamton, N. Y., held its annual dance at the Arlington Hotel, Binghamton, December 6. Commenting on the event, the Society Editor of the *Binghamton Sun* wrote: "One hundred couples attended the annual dance of Carlova Inc., which was held last night in the art gallery of the Arlington Hotel. Five prizes were given for feature numbers. Miss Dorothy O'Brien of the office staff was the winner of the lemonade dance. The committee in charge were Mrs. Charles Williams, Abraham Alexander, Fred Stevenson and Harold Ashley. Members of the company present were Mr. and Mrs. Charles Williams, Mr. and Mrs. A. Parsons, Mrs. C. Sage, Mrs. Yates, Miss Dorothy O'Brien, Miss Marguerite LaHai, Miss Dorothy Dorson, Miss Mamie Chapman, Miss Jennie Champney, Miss Corrine Champney, Miss Marie LaFlamme, Miss Mae Wood, Mrs. Mae Burkheart, Miss Lillian Baer, Miss Helen Carey, Miss Mary Carey, Miss Madeline Trewiler, Miss Dorothy Penn, Miss Wilma Regni, Miss Doris Haskins, Miss June Bugbee, Miss Anna Lelik, Miss Helen Tanch, Miss Katharine Sura, Miss Helen Maseyko, Miss Madeline Stile, Miss Olive Lindsey, Miss Madge Yates, Miss Pearl Tompkins, Mr. and Mrs. O. Packard, Miss Cora Tillson, Harold Ashley, Albert Stevenson, Frederick Stevenson, George Lowell, Clarence Smith, Tony Tulli, B. Fox and Franklin Cline."

The Babani line of perfumes and face powders is now represented in the United States by Geo. Borgfeldt & Co., according to recent announcement. The Babani products were formerly distributed here by Elizabeth Arden. It is planned to market them through specialty shops.

The names of the different Babani perfumes are as follows: Ambre de Delhi, Chypre Egyptien, Ming, Giardini, Nandita, Sousouki and Oeillet du Japon.

Thirty-five employees of Colgate & Co. were presented with service pins at the annual service day held by the board of directors on November 15. Pins were bestowed according to the service class in which the various employees belong. Outstanding among the service employees of the company are the four Welz sisters, Mary, Elizabeth, Amelia R. and Josephine, who have jointly served 127 years.

Gilbert Colgate, Sidney M. Colgate and Russell Colgate presented the pins. Each director in making his presentation spoke a few words about the employee. Sidney Colgate stated that the London Branch was building up some service records, mentioning particularly Pierre Richards, London manager. In closing the meeting Henry A. Colgate said: "We hope and we are sure the same spirit which kept you here and which encouraged you to carry on for so many years will continue to manifest itself in our relations with the idea that it will be safely imbedded in our ever-growing structure down through the years to 2006, and for unlimited time thereafter."

Employees to whom pins were bestowed are: Robert Howe, William Meyer, Irwin Johnston, Mary Welz, James M. Roscoe, Joseph Hart, Duncan W. Taylor, James Crawford, Herbert Gasque, Elizabeth McMurray, Harry Whitten, Fred Dreyer, Mary Johnston, James Nixon, Alexander Taggart, Elizabeth Welz, Pierre Richards, Leon Bukowski, William DeGroff, William Eckhoff, Michael Googan, Thomas Gault, John Jakobi, William Krysienski, Joseph Kanarkowski, Eugene Parker, L. R. Puff, Winnifred Tammany, Russell Colgate, Mary T. Glennon, Adelbert A. Kenyon, Robert T. Means, R. Emerson Taylor, Chester A. Webster, Amelia R. Welz.

The F. W. Fitch Co., manufacturing perfumer and chemist, Des Moines, Iowa, has appointed Ruthrauff & Ryan, Inc., Chicago, to direct its advertising account.

Jean Silvin of the Keller-Dorian Paper Co., New York City, accompanied by his brother Charles Silvin of the parent company, Société des Papiers Keller-Dorian, Lyon, France, has completed a seven weeks' trip through the Middle West, the South and Canada which included visits to leading perfumers in twenty-two cities. The trip was made in the interest of the company, and both gentlemen were agreeably surprised by the reception that was accorded them by the trade in all sections.

Members of the trade in the United States learned with deep regret of the death of Leon Silvin, formerly president of Société des Papiers Keller-Dorian Lyon, whose visits here will be recalled by many. He has been succeeded in the office of president by Charles Silvin, who will return on the *Paris* January 14. The tour of the United States by Messrs. Silvin was undertaken largely to get a more intimate



ELMER S. MOORE



JEAN SILVIN

view of the needs of the American trade as a prelude to a program of expansion which the company is planning.

Since the American company was founded a few years ago, it has made marked progress under the management of Elmer S. Moore, who has been connected with the paper industry for well over a decade.

The entire second floor of the new Prudential Building at Broad and Academy streets, Newark, N. J., has been leased to the Yvette Co., which operates a chain of beauty parlors. It is headed by Commodore Henry Salomans. The lease is for a long term of years and according to the broker will involve about \$930,000.

Scovill Manufacturing Co., Waterbury, Conn., had a striking exhibit at the annual Power Show in Grand Central Palace during the week ending December 10. The display was arranged to show possibilities of the company for making brass specialties of all kinds. A feature of the exhibit was a case of containers suitable for the toilet preparations trade. The booth was in charge of Earl Snowman, A. M. Rogers, Charles Gleason, Edward Hemlock, Philip Davidson, William Collins and Arthur H. Goepel.

The Asia Drug Co., Manhattan Borough, New York City, has increased its capital stock from \$40,000 to \$200,000.

Alfred Escaip, son of S. E. Escaip of Chihuahua City, Chihuahua, Mexico, has been in the United States recently securing information about equipment and raw materials for the purpose of erecting a plant in Chihuahua for the manufacture of face powder and rouge and powder compacts.

Mr. Escaip, who was born in Bayreuth, Syria, went with his father to Mexico in 1911. A successful business was established which was lost after the deportation of Villa. The business was subsequently established and Mr. Escaip attended Santa Clara University, Santa Clara, Calif., where he took his A.B. degree. After graduation, he joined the organization of his father with which enterprise he is now connected.

Charles T. Simpson, was recently elected vice-president of W. C. Ritchie & Co., Chicago. Mr. Simpson has been connected with the Ritchie organization for 16 years, entering the employ of the company as assistant plant superintendent in 1911. Born in England in 1885 he came to America in 1906, entering the dry goods industry. After filling important positions in several organizations he became assistant superintendent of A. Stein & Co., manufacturers of Paris garters, from which position he resigned to join W. C. Ritchie & Co.

His progress with the Ritchie organization has been rapid. He was made superintendent of the Green Street plant in 1914 and a year later was elected a member of the board of directors; in 1920 he was chosen secretary of the company; his election as treasurer came in 1926 and this year he was made vice-president.

W. C. Ritchie & Co., was organized as a partnership in 1866, the active partners being W. C. Ritchie and Frank Duck. Mr. Duck withdrew in 1880 and the firm name was then changed to its present designation. It started in a small way the manufacture of paper boxes being the second manufacturer in this line in Chicago. The great Chicago fire destroyed the entire plant of the company and forced it to seek temporary quarters elsewhere in the city. The rapid growth of the business soon forced it into larger quarters and later, in 1890, the plant was moved to Van Buren and Green streets, where the Green Street plant is still located. The company also operates another plant in South Chicago.

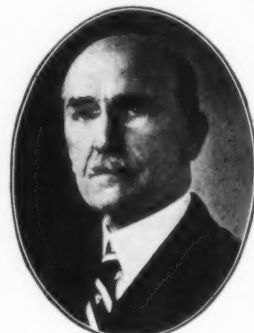
In 1885, the company purchased the business of Steel & Price, manufacturers of paper cans and continues the line as a very important branch of the business. The Green Street plant was destroyed by fire in 1899 but the company broke all records for resuming operations, business being suspended only 48 hours following the disaster. At present the Green Street plant is devoted almost entirely to the manufacture of paper cans, while the South Chicago plant manufactures boxes, the larger part of its facilities being devoted to the production of face powder and other fine hand made boxes.

Leo H. Brodrick, New York City, is the Eastern representative of Ritchie & Co.

J. F. Pound, vice-president and sales manager of Dodge & Olcott, New York, returned on the *Leviathan* November 28 after a month's visit in Europe. Most of Mr. Pound's time was spent in France where he found conditions improving.

He states that the French business community is hard at work and shows a very hopeful attitude toward the future. One thing, in his opinion, which is holding back much business which would otherwise be placed is the fear that the franc is not definitely stabilized. While the

exchange value of the franc has been relatively steady for some time, there is a fear in the minds of the French business community that some unusual circumstance may bring about a change in its value or that the stabilization basis may be altered. During his stay in France, business was reasonably satisfactory but not as good as it would have been had there been more confidence in regard to the currency.



J. F. POUND

Mr. Pound states that he found considerable change in conditions in Grasse and vicinity, especially in the attitude of many of the houses which are now conducting an active drive for business and specializing more than in the past. He believes that this will lead to very keen competition but in the end will be of benefit to all concerned.

He also spent a short time in London where he found business rather slow but much optimism among the drug and essential oil merchants regarding the future.

He believes that European conditions in general are improving and that with greater confidence will come a considerable increase in general business activity which will be reflected not alone in Europe but also in this country.

Cedric Vivian Smith of A. L. van Ameringen, New York, and Florence Terhune were married, November 19, at Orange, N. J. Mr. Smith was graduated from the University of Pennsylvania in 1923, subsequently connecting with Givaudan-Delawanna, Inc., New York. In December, 1926, he joined the staff of A. L. van Ameringen and has been situated at their Orange, New Jersey, laboratories.

Russell Colgate, of Colgate & Co., addressed the annual convention of the Connecticut Council of Religious Education, held at New Haven, Conn., November 17. More than 300 delegates attended the convention.

Ph. Chaleyser sailed for France December 16 on the *Paris*. He has asked us to communicate his seasonal greetings to all his friends, and states that he expects to be back here probably in March.

Stanley Manufacturing Co., Dayton, Ohio, adopts a new idea in featuring its metal seals in its attractive insert between advertising pages 80 and 81. Samples of Stanley seals are enclosed in an envelope attached to the insert to give manufacturers an opportunity to attach them to their containers. On the reverse side is a list of representatives.



CHARLES T. SIMPSON

Coty, Inc., New York City, has announced a reward of \$1,000 for the apprehension of any person selling fraudulent imitations of its products. The company is offering this reward as an additional means of checking recent counterfeiting of its products. In announcing the reward, the company said:

"Any cosmetic prepared by a reputable firm is undeniably pure and thoroughly harmless. It follows, therefore, that when some unscrupulous person or persons concoct a wretched imitation of a rare and pure product it is high time that a definite warning to the consumer be broadcast."

Alphee Dubois, one of the directors of Coty, Inc., New York, and of Coty Paris, sailed on the *Paris* December 16 for a visit to the parent company. He will be away for about two months.

Benson Storfer, head of Storfer Laboratories, Inc., New York City, sailed on the *Paris*, December 16. He expects to remain abroad for about two months, the purpose of his trip being to arrange for agencies for the handling of the products of French companies by his organization.

Frederick K. Smith, who conducted the business of Miro-Dena, perfumes and cosmetics, at 373 Fourth avenue, and died Oct. 7, 1925, left a net estate appraised recently at \$49,457 which went to his widow. The bulk of the estate consisted of his interest in the business.

Adam Treu, an executive vice-president and merchandise manager of R. H. Macy & Co., Inc., New York, and for many years perfume and toilet goods buyer for that company, will retire February 1. Mr. Treu has been in the perfume "game" for 45 years and attributes its enormous growth in America during that period to education. Forty-five years ago, he says, a woman who used face powder or rouge was regarded as rather "queer."

The outlook for the American perfume manufacturer is not bright, in Mr. Treu's opinion, if he does not vigorously compete with French perfumers manufacturing their product in this country. He believes that the American manufacturer can educate the American woman to the excellence of his own product if he has the initiative and courage to do so.

In referring to Mr. Treu's retirement, Jesse Isidor Straus, president of Macy & Co., said:

"Ordinarily one views with regret the breaking of business ties that have existed for a generation, but, in the case of Mr. Treu, who retires at a comparatively early age, in full vigor, to spend his time in recreation and travel, it is gratifying that leisure as well as success can be earned before it is too late to derive enjoyment from it."

Mr. Treu lives at Forest Hills, Long Island. Upon his retirement he will do some golfing, although he is not a golf "fiend," will travel, as he pleases and when he pleases, and, we strongly suspect, will devote a portion of his time at his home at Forest Hills.

Leon A. Danco was appointed December 1 manager of the perfume and cosmetic department of McKesson & Robbins, Inc., Bridgeport, Connecticut. Mr. Danco's headquarters will be at the New York offices of the company, 79 Cliff street. The plant and main office of the company are located at Bridgeport.

Mr. Danco is well known in the perfume and essential oil industries. From 1920 until his recent appointment, he was vice-president of the Belgian Trading Co. His war-time record is interesting and impressive. Entering the

Belgian army at the outbreak of hostilities he spent two years in the trenches in Europe during some of the most severe action of the entire war. He was then placed in command of a machine gun company and transferred to German East Africa where he saw active service for three years, receiving his discharge in 1919. During this time, he was the recipient of six medals for valor and distinguished services and was mentioned in orders upon



LEON A. DANCO

several occasions for meritorious work in the field.

McKesson & Robbins, Inc., is one of the oldest houses in the drug and toilet goods field. It was established in 1833 and speedily became recognized as one of the leaders in the New York drug trade. Several years ago it was merged with Girard & Co., of Bridgeport, and at that time F. D. Coster was elected president. Under Mr. Coster's leadership, the activities of the company have been broadened considerably and the expansion of the perfume and cosmetics department is in line with the recent policy of the company.

Mr. Danco's many friends in the trade will wish him all success in his new connection.

The United Drug Co. and subsidiaries report for the nine months ended September 30, 1927, profit of \$4,822,240, after depreciation, ordinary taxes and interest, but before Federal taxes, against profits of \$5,453,699 in the first nine months of 1926.

Simon di Vaulchier of Colgate & Co., New York, sailed December 9 on the *Olympic* for a two months' sojourn in France. Mr. di Vaulchier's trip is for the purpose of investigating conditions in the French perfume industry in the interest of his company.

Parfumerie Galipeau, Los Angeles, is now located at 469 Highland street, Pasadena. The company expects to enlarge its plant and increase its facilities within the next few months, and the present address is a temporary one pending these changes.

Donald Burnham, formerly with E. Burnham, Inc., Chicago, has joined the M. P. Gould Co., New York advertising agency, as an account executive.



Photo. Blank & Stoller

ADAM TREU

Rolla Lawrey, head of the Hannibal Pharmacal Co., St. Louis, which manufactures a line of toilet preparations, the leader being a depilatory product, spent several days visiting the New York trade early in December.

Daniel J. Goff, head of the Photo Finishing Co., Chicago, has begun the manufacture of perfumes and extracts. Mr. Goff advises us that he will shortly bring out a new lip stick for which he claims unusual merit.

Irvin S. Zeluff has joined forces with the Franklin Laboratories of East Orange, N. J., originators of "Kama-Glo" eyebrow tint and "Permanent" lip rouge. The business has been incorporated with a New York charter under the name of Dante, Parfumeur, with offices at 30 Park Place, New York City. Mr. Zeluff is president and treasurer of the company and William H. Reardon is vice-president and general manager.

Irvin S. Zeluff is well known in the toilet preparations industry, largely on account of his connection for over fifteen



IRVIN S. ZELUFF



WILLIAM H. REARDON

years as perfumer for one of the leading French houses. For several years he has acted as a consulting and manufacturing perfume chemist with offices and laboratories at 30 Park Place, and it is announced that the incorporation of Dante, Parfumeur, will not interfere in any way with the continuation of his consulting and manufacturing service.

Mr. Reardon has been identified in the merchandising of pharmaceutical and kindred lines for many years and is well known throughout the East and Middle West. In fact, for years he was popularly known as the "moth ball king."

One of the most striking of the Christmas Greeting advertisements in this issue is that of A. C. Drury & Co., Chicago, which appears on page 34 of this issue. The picture shows the building of the company at 1068 East Austin avenue, Chicago, and with it the well-known Wrigley Building and the new Chicago Tribune Building, two of the best known features of the growing Chicago skyline. The Drury company is literally in the shadow of these two important buildings, and thus in one of the city's most central locations.

A feature of the building is a storage space in the sub-cellar which was formerly a wine cellar. The quarters are ideal for olive oil, citrus oils and other products subject to the effects of heat and changes of temperature. The company is justifiably proud of its location and facilities.

The Norda Essential Oil & Chemical Co., Inc., 121 East 24th street, New York City, has been appointed American sales representatives for Chemical Works Flora, Dubendorf-Zurich, Switzerland.

Edwin Seebach, export manager of Chemical Works Flora, will sail for Europe on December 24 on the *Majestic* after a four months' stay here.

The Flora plant was established in 1899 to manufacture synthetic aromatic chemicals, specializing in musk ambrette, musk xylene, hydroxycitronellal, artificial violet and many others.

Advertisements in the daily press of December 8, described an offering of 60,000 shares of Convertible A stock, no par value, of Acetol, Inc., organized in New York City. The company, of which Dr. Max Mueller is president, is a subsidiary of Rhodia Chemical Co. It has been incorporated in Delaware to acquire the business of a New York corporation of the same name. The business is the manufacture of "Cel-O-Glass," a cellulose composition applied to wire mesh to be used in place of window glass and for which many advantages are claimed. The New York company has made steady progress and shown steadily increasing earnings since its organization in 1924 and is now in an exceptionally favorable financial position.

Officers and employees of the Sun Tube Corporation, Hillside, N. J., gave a farewell party to John F. Friden, head of the research department of the company, on the eve of his departure for Europe on a two months' business trip. The party was held at the Newark Athletic Club, December 6, and was attended by the entire mechanical force, numbering 13, and included Donald M. Smith of Bristol-Smith, Inc., New York representative, and Frank J. Lynch, president of the corporation. The company presented Mr. Friden with some traveling luggage, the employees gave him toilet articles and his associates gave him a Dunhill pipe.

Mr. Friden sailed on the *Gripsholm*, December 10. He will spend about eight weeks investigating manufacturing practice in the European collapsible tube industry. Mrs. Friden accompanied him.

William Hosken, of Hosken & Co., New York City, accompanied by Mrs. Hosken, left New York City November 29 for a vacation and business trip abroad of about four months. The first week of the trip was spent in California and on December 10 they sailed on the *Empress of Asia* from Vancouver bound for Japan. After spending some time in the flowery kingdom, they will go to Manchuria, Siberia, South China, Java and India, returning either late in March or early in April. This is Mr. Hosken's 55th ocean voyage.

We have received cards announcing the arrival on December 6 of Gerald Peter Danco at the home of Mr. and Mrs. Gerard J. Danco. We are glad to report that both mother and son are making the best possible progress. Mr. Danco is connected with Compagnie Parento, Croton-on-Hudson, New York.

Alfred E. Bruns, president of the Metal Package Corp., with Mrs. Bruns returned on the *New York*, December 19 after six weeks spent in Europe. Mr. Bruns reports a fine trip and that he returns much impressed by the advancement in the decorated container industry here as compared with that of Europe.

Suzanne Schlienger, daughter of Emile Schlienger, senior partner of the firm of Bertrand Frères, was married November 30 to Robert Thiibaud, who is connected with the British firm of Gibbs, Ltd. The ceremony took place in Grasse and the Grasse newspapers carried elaborate accounts of the event.

The civil ceremony was performed by Alphonse Morel, adjoint mayor and later at the cathedral, the religious ceremony was performed by Father Baude, cure of the parish. The bride was gowned in a ravishing toilette of princess crepe de chine and satin. She was given in marriage by her father.

After celebration of the nuptial mass, a dinner was served at the Grand Hotel, Grasse. Then the bride and groom left on their honeymoon. They expect to visit the United States early in the New Year.

Newspaper accounts of the wedding gave the names of the numerous guests numbering all the elite of Grasse society. The young people will have the congratulations of a host of well wishers in the United States, in which we are pleased to join.

News comes from New Port Richey, Florida, of the election on December 6 of Warren E. Burns as one of the city councilmen by a handsome majority. Over 400 votes were cast, nearly double the poll in the previous election, giving a good indication of the growth of this enterprising community during the last year.

The Burns Becker Corporation, of which Mr. Burns is the head, has consolidated its various real estate and financial operations in ample quarters in the fine new Leeston-Smith Building, New Port Richey.

Dr. Ernst S. Gunther, director of research work in perfumery raw materials for Fritzsche Brothers, Inc., New York City, returned on the *President Roosevelt* December 14 after eight months spent in France investigating the production by current and new methods of floral products, specializing particularly with the volatile solvent process. The range covered jasmin, rose, orange flowers, cassie, tuberose, broom, mimosa, jonquil narcissus, lavender, etc., and a number of new materials not ordinarily treated by this process.

Dr. Gunther is exceptionally well qualified by education and training for this character of work, and doubtless there will soon be interesting announcements regarding the result of the work in his department.

Miss Nell Vinick, who is well known in the perfume and toilettries industries through her radio broadcasting talks on these subjects contributed an interesting chapter on "Loveliness.....And You" to a recent number of the *Official Metropolitan Guide*, the organ of the Hotel Association of New York City. This article is devoted largely to permanent waves and re-waves, as well as dyes.

Watson A. Guthrie, secretary, treasurer and general manager of the Edward Ermold Co., New York City, has returned from a lengthy business trip to Mexico and Europe, much impressed with the progressive spirit shown by the foreign manufacturers and also by the fundamentally sound basis for friendly relations.

Mr. Guthrie left New York in June, stopping at Havana where his company has a branch. From there he went to Vera Cruz, and Orizaba. After this he went to Mexico City where he spent ten days at the branch office of his company and a few days in the beautiful city of San Luis Potosi, from where he went to Monterey. His trip to Mexico was made to contract for new equipment for breweries in which Ermold machines are extensively used.

Mr. Guthrie said that his trip was marked by courteous treatment from everyone and that at no time during the entire trip was there any show of arrogance or of petty official red tape. One of his conclusions also is that when the

republic of Mexico finds a common law under which politicians, agrarians and workers can live together harmoniously, Mexico will at that time be a mecca for the American type of development.

Mr. Guthrie returned to the United States by way of New Orleans, San Antonio and Louisville, and on September 17 sailed on the *France* for Europe. Two weeks were spent in Paris where Mr. Guthrie established a new branch company, the Société Française des Etiquetteuses Ermold at 11 Place de Voges with R. J. Lecomte as manager. Machines will be manufactured in a plant in the outskirts of Paris and the new branch will supply Belgium, France, Spain, Portugal and Switzerland.

A new branch was also established in Berlin with Hugo Hensler in charge to handle sales in Germany, Russia, Poland and Austria, and at Amsterdam the N. V. Duyvini de Wits Handelsvereniging was appointed agent for Holland. The company has a branch at Copenhagen.

Mr. Guthrie also visited the company's branch in London and inspected a number of installations notably at the big Bovril plant where 1,000,000 bottles daily are labeled on Ermold machines. While in France and England he reports that a number of large automatic machines were sold.

On his return to the United States, on the *Albert Ballin*, he was welcomed by the Belle Harbor Yacht Club of which he is rear commodore.

The U. S. Sanitary Specialties Corporation, Chicago, is planning a "round-up" of its men Christmas week. The convention this year takes on a sentimental aspect, since it marks the tenth anniversary of the organization. A banquet and entertainment befitting the occasion are features.

Beginning very modestly in 1918 in a factory located at Loomis and 28th streets, Chicago, the corporation moved to a plant on Fulton street, occupying the entire building for the manufacture of its products.

Harold I. Koppelman is its president and active head.



COMMODORE GUTHRIE



DR. ERNST S. GUNTHER

Frank K. Woodworth has resigned his position as sales manager of Ungerer & Co., New York, and has become associated with Doraldina, Inc., 11 West 42nd street, New York. Mr. Woodworth will be in charge of sales of Doraldina products with the title of vice-president.

Louis Rapin of Antoine Chiris Co., New York, returned to the city the early part of the month after a trip to the southwest and Chicago. Mr. Rapin plans a two months' trip, beginning early in January, which will include the Pacific Coast.

Monarch Nusbaum Paper Box Co., Inc., Buffalo, N. Y., has appointed Davis & Orem, Inc., 237 Lafayette street, New York City, sales representatives in the metropolitan territory of New York. This firm is well equipped for handling the account of the company, both George E. Davis and William Orem having had long experience in the perfumery and allied fields and being well acquainted with practically all of the firms in the trade in this vicinity.

The Monarch Nusbaum Paper Box Co., Inc., is represented in Chicago by William H. Schutte Co., Inc.

Magnus, Mabee & Reynard, Inc., New York, held its annual dinner at the Hotel McAlpin on the evening of December 20. It was attended by about 50 members of the organization and was the occasion of the presentation of a token of appreciation to William F. Fisher, who became a member of the M. M. & R. 20 year club. The other members are P. C. Magnus, Sr., William Spellman, E. A. Lessels, A. B. Foster, F. W. Brown, Mrs. E. I. King, Frederick Siegel and John Tedaldi. The presentation was made by Percy C. Magnus, president; and Mr. Fisher, who began in a minor position and worked his way up to sales manager, responded. Addresses were also made by J. Baird Magnus, vice-president and the president of a well known advertising agency. An event that made the occasion especially enjoyable was the presence of Robert J. Magnus, who has been absent from the offices since last July, when he was severely injured in an automobile accident.

Addington Doolittle, secretary of Compagnie Parento, Croton-on-Hudson, N. Y., sailed on the *Penland* December 3 for a six weeks' trip to Europe. Mr. Doolittle expects to visit many of the centers of production of perfume materials and to call upon the European firms for which his company is American representative including Pierre Dhumez & Co., Vallauris (A/M) France.

C. G. Euler, importer and exporter of essential oils and president of Shipkoff & Co., Inc., New York City, returned on the *Berlin* December 6 from a month's trip to Europe.

Mr. Euler, who is an exceptionally keen observer of conditions, indicates that in neither France nor Germany is business as good as it might be and with the imposition of heavy taxes on capital, business men are conservative.

In France the business community is more or less unsettled by the coming elections and is hoping that the present administration will be retained in power. In Germany there is more stability but great poverty and hence difficulty in selling goods in the home market.

Mr. Euler believes that affairs in Europe should be taken up promptly after the French and American election and an adjustment made as to indemnity, tariff, etc., to clear the air of present uncertainty throughout the world.

Charles L. Senior, secretary of Florasynth Laboratories, Unionport, N. Y., has returned from an extended business and pleasure trip to the Pacific coast, the South and the Middle West.

Mr. Senior left New York October 2, going to Chicago, after which he visited Denver, Colorado Springs and Salt Lake City. After spending three days in the latter city, he went by way of the Denver and Rio Grande line through the Royal Gorge. The next stop was Sacramento, Calif., after which he spent a week in San Francisco, going from there to the Yosemite National Park where he spent two days.

His next stop was Los Angeles where, for ten days, he called on the trade and enjoyed excellent fishing on Catalina Island. There, accompanied by a party of friends, he made a splendid catch of Catalina Island "sunfish".

After visiting San Diego, Mr. Senior went to Tia Juana, El Paso, Juarez, Oklahoma City and New Orleans, returning to New York by way of Richmond, Va., where he spent three days with friends.

During the trip he found time for his favorite recreation of horseback riding and trap shooting, in which sport he maintained the record established at the Atlantic City meeting of the A. M. T. A. In the Southern cities he also spent considerable time swimming and fishing. On the whole, business was found to be good and the outlook for the coming year, in Mr. Senior's opinion, is very much better than it has been for some time.



CHARLES L. SENIOR

J. U. Smith, formerly of the Moss-Chase Co., an advertising agency of Buffalo, N. Y., has joined the Passaic Metal Ware Co., Passaic, N. J., and is in charge of sales promotion.

Abraham Altman has gone into business for himself as a manufacturer of perfumes and other finished toilet preparations with offices at 1350 Flatbush avenue, Brooklyn, N. Y. The style of the new company is "Mera's Jaan, Perfumers."

A. G. Spilker, vice-president and Chicago representative of the New England Collapsible Tube Co., and manager of its Chicago plant, spent some time early in December in the East, conferring with officials of his company and calling upon his many friends in the Eastern trade. Mr. Spilker reports that business in his territory is steadily improving.

Perfumes, soaps and toilet articles formed a considerable part of the \$20,000 loot obtained by burglars in a recent week-end robbery of the Asia Drug Co., 236 Water street, New York City. The thieves displayed careful discrimination in selecting only what was most valuable, evidently being unafraid of detection in that section of the city which is practically deserted except during business hours.

Chas. L. Huisking, Inc., drug broker, New York, has changed its name to Charles L. Huisking & Co., Inc.

Chicago Association Holds Annual Banquet

The annual banquet of the Chicago Perfumery, Soap and Extract Association was held on the evening of Wednesday, December 14, in the Ball Room of the Edgewater Beach Hotel. The membership was particularly well represented and the festivities, under the admirable direction of A. J. Dedrick, chairman of the Entertainment Committee, gained a swift access of gaiety, sparkle and brilliance that will long remain in the memories of those who were present. Among the pleasing features of the evening were the presentation of an automobile robe to Arthur Fortune, the retiring president, and a traveling set to Walter L. Filmer who has found it impossible, in the press of other matters, to accept this year the re-nomination as secretary after five years of most diligent and faithful service. The new officers: William H. Muttera, president; Harold E. Lancaster, vice-president, and Frank H. Pettee, secretary, were in attendance and were cordially welcomed.

In a notice inadequately brief for the occasion it is not possible to particularize as to those factors which made the evening enjoyable. It might be said that the virile personality of Clarence Morgan made its usual impression and that the presence of Joseph De Lorme carried its customary weight, but the distribution of fellowship and good will was a task shared equally by everyone. The excellence of the entertainment and the smoothness of the proceedings, however, may be credited entirely to the indefatigable efforts of Mr. Dedrick, who almost managed the impossible task of being everywhere at once. He was ably assisted by his associates on the committee who were C. A. Seguin, Clarence Morgan, Dudley F. Lum, A. G. Schneider and Donald M. Clark.

Each table had its genial host and a lavish display of feminine charm. There were twenty reserved tables, registered as follows: Tin Decorating Company, Donald M. Clark, Owens Bottle Co., Clarence Morgan, Fritzsch Brothers, George Lueders & Co., Victor Chemical Works, Orbis Products Trading Co., Baldwin Perfume Co., Rose Label & Box Co., W. H. Muttera, George Briggs, Walter H. Jelly Co., American Distilling Co.,

Illinois Glass Co., Givaudan-Delawanna, Inc., Joseph De Lorme, Frank Z. Woods, Al Dedrick, and Adam Bialecki.

At the close of the evening each of the ladies was presented with a souvenir box generously stocked with cosmetics and delicacies for the feminine toilette donated for the occasion by some of the leading manufacturers of the country. Mr. Dedrick reports a splendid response to his solicitations and lists contributions as having been received from the following concerns: A. P. Babcock & Co., Colgate & Co., Marrow Mfg. Co., John Blocki, Inc., Marshall Field & Co., Royal Crown Perfume Co., Baldwin Perfume Co., The Luxtone Co., Allen B. Wrisley Co., James S. Kirk & Co., Franco-American Hygienic Co., Richard Hudnut, E. H. Mosso Laboratories, Luxor, Ltd., Harriet Hubbard Ayer, Helfrich Laboratories, Edward T. Beiser Co., A. C. Drury & Co., W. C. Ritchie & Co., Richard M. Krause, Tin Decorating Co., The Western Co., Owens Bottle Co., Carr-Lowrey Glass Co., American Can Co., J. E. McBrady Co., Pond's Extract Co., Jean Wallace Butler, E. W. Hoyt & Co., Blatz Brewing Co., National Soap & Perfume Co., Acme Compact & Puff Co., Scovill Mfg. Co., Randolph Paper Box Co., and Riviera Products Co.

At the December 7 meeting of the Chicago Perfumery, Soap and Extract Association the following were elected officers for the coming year: President, Wm. H. Muttera, Armstrong Cork Co.; vice-president, H. E. Lancaster, Marshall Field & Co.; secretary-treasurer, Frank H. Pettee, C. A. Seguin Co.

Walter L. Filmer, of the Monsanto Chemical Works, refused the nomination for secretary-treasurer for the sixth time.

At the annual thanksgiving Bowling Tournament of the association held November 23, which about thirty-five members attended, the following with their scores for the three games played won prizes:

A. C. Drury, A. C. Drury & Co., 543; D. M. Clark, Franco-American Hygienic Co., 514; Walter Jelly, Walter Jelly & Co., 511; A. M. Burgh, C. W. Beggs & Sons, 508;



BANQUET OF CHICAGO PERFUMERY, SOAP AND EXTRACT ASSOCIATION

A. E. Miller, Orbis Products Trading Co., 506; H. H. Slothower, John Blocki, Inc., 504; W. L. Filmer, Monsanto Chemical Works, 497; R. A. Morris, Orbis Prod. Trad. Co., 493; H. G. MacKay, E. N. Rowell Co., 492; Dudley Lum, Givaudan-Delawanna, 491; R. H. McBrady, J. E. McBrady & Co., 491; Eugene Blomberg, Frank Z. Woods, 488; Frank S. Dedrick, Jas. S. Kirk & Co., 482.

One of the best attended luncheons of the Chicago Drug and Chemical Club was held at the Hamilton Club on December 1. More than 75 members and guests listened to an interesting address by Dr. J. A. Hynes, formerly government chemist. He told about the work of the chemists' office at the appraisers' stores.

On December 13 the board of governors met at the University Club and on December 20 the annual banquet of the club will be given at the Furniture Mart Club, and as there are only 500 tickets, and many more applications, it will be first come first served. The annual banquets of the club are known for their originality and invitations are eagerly sought.

At recent board meetings the following new members were admitted: Ben Steel, Merchants' Chemical Co.; W. R. Roberts, Benner Chemical Co.; G. M. Van Kirk, J. T. Johnson, C. F. Haberstick, J. Swart, W. Larson, all of the Hazel Atlas Glass Co.; A. L. Klein, J. T. Baker Chemical Co.; W. T. Schutte, of the W. T. Schutte Co., Inc.

O. N. Davis, of the U. S. Industrial Alcohol Co., has been elected to membership of the board of governors, to succeed J. O'Neal, formerly of the Melba Co., who has resigned from the organization.

At the club's November golf tournament in the Mid-City Links there were twenty-four members of the Golf Auxiliary and their friends present. The following is the list of the prize winners, together with their net score:

William Loewenstein, 74; A. C. Stepan, 74; W. Jelly, 77; A. C. Drury, 77; R. F. Lally, 78; H. E. Lancaster, 83; D. Lum, 84.

Secretary Swing reports 201 members on the roll, with several additional proposals to be acted upon.

S. R. Boll, C. C. Degenhardt and Fred E. Snell have organized the Viking Products Co., with offices at 35 East Wacker drive. The company has an authorized capital stock of \$50,000.

Buck & Rayner's chain of drug and toilet good shops has added another store to its circuit with the opening of the shop at State and Monroe street.

R. B. Harter, J. W. McKee and W. S. Campbell have organized the Standard Pharmacial Co. with a capital stock of \$50,000 and offices at 847 West Jackson boulevard, Chicago, to manufacture a very complete line of chemical products for the trade.

Rudolph Rosenbaum, president of Seymour Howard Corp., manufacturers of "Soapax," is on an extended European business trip and John T. Owen is in charge of the business during his absence. Mr. Rosenbaum is expected back next month.

The Stomatol Co., Highland Park, Ill., has been organized to handle imported articles for the trade and, recently, added the Swedish product "Shavital" to their line of cosmetics.

The Iowa Soap Co., Burlington, Iowa, will soon start work on a \$100,000 addition to its factory in that city.

F. J. Savoie, L. E. Brown and E. B. Savoie have organized the Brown Co., with headquarters at 1529 Hyde Park boulevard, Chicago, to deal in and manufacture drugs and cosmetics. The company has an authorized capital of \$10,000.

The Walgreen Drug chain is calling in its six per cent serial gold notes dated June 1st, 1925, for payment on December 1st.

The Lady Bess Perfumeries, Inc., of 7447 South Chicago avenue has surrendered its charter to the secretary of state.

R. L. Dillow, Herman S. Waller and G. G. Dillow have organized the Carter Co., with offices at 131 North Crawford avenue and an authorized capital of \$5,000, to conduct a general drug and cosmetic business.

Fire destroyed the two-story brick building of the Zaldonia Chemical Works at 50th and State streets. The loss will be about \$25,000.

The Senn Drug Co., at 5600 Ridge avenue was sold at auction last month by Michael Tauber & Co.

R. F. Heyna, Frank Martin and M. R. McHugh have organized the Southwest Drug Co., with offices at 2532 West 63rd street, Chicago, to conduct a general drug and toilet goods business.

E. W. Nufer has taken over the cosmetic and beauty salon at the Warmington store on State street, Washington.

Holman Soap Co., has increased its production by the installation of new filling machines for use in their cream department.

H. L. Emerson, F. W. Trostle and I. B. Emerson have organized the Emerson Soap Co., with offices at 165 Mulberry street, Rockford, Ill., to manufacture and sell soaps, cleaning substances and toilet articles to the trade. The new company has an authorized capital of \$10,000.

John J. Obrein, Thomas H. Jarnagan, Herman Hass and Christian Schwenk have organized the Renee Perfume Cosmetics Co. with offices at 1615 South Halstead street, Chicago. The new company has a capital stock of \$20,000 common and \$5,000 preferred.

T. A. Meyer, Harry E. Meyer and A. D. Davidson have organized the Dent-A-Clen Co., with offices at 530 Oakdale avenue, Chicago, and an authorized capital of \$10,000, to manufacture and deal in cosmetics, lotions and compacts for the trade.

Boston Trade Notes

More than 50 members of local and national sales organizations dealing in druggists' supplies gave a dinner in honor of Martin E. Adamo at the University Club, Boston, recently.

The occasion was an aftermath of the year's final meeting of the Boston Druggists' Association of which Mr. Adamo is the president. As a token of the esteem in which he was held by the members of the gathering he was presented with a handsome banjo clock with fitting sentiments engraved upon a silver tablet in the clock's frame.

The presentation was made by Arthur L. MacKusick, chairman of the committee. Other members of the committee were James E. Mullen and William J. Halnan.

At the assignee's sale of American Toilet Goods Mfg. Co., 86 Essex street, Boston, Mass., recently all fixtures, finished goods, jars, bottles and machinery were sold to the highest bidders. This company was founded some 14 years back and for a number of years enjoyed excellent distribution of its products under the trade name of "Jardin." For the last two years the concern had been gradually losing a foothold in this field, which resulted in placing formulas, machinery, etc., on the market. However, the business did not find a buyer, and the above sale resulted. The trademark "Jardin" still remains unsold and also the formulas, but the attorneys claim that negotiations are taking place daily and the sale of the same is looked for in the very near future.

To assist shoppers in making their burden lighter and to avoid the usual Christmas rush, the supervisory officials of the Boston Postal District, with the aid of the department store officials, have established branch offices in many of the larger department stores of Boston. Expert mail clerks are in charge and the same accuracy that is looked for in the General Post Office is exemplified in these branch stations. This is a part of a publicity campaign to encourage early mailing during this season.

The Boston Public Library has on exhibition in its fine arts exhibition room 50 pieces of soap sculpture, selected from the thousands entered in the third annual competition for the Procter & Gamble prizes. The delicate and lacy carvings are of plain white soap and under glass resemble masterpieces. In the group assembled at the Boston Public Library are several of the best. Animal carvings seem to predominate. Each and every design is carved from a standard size bar of plain white soap. The interest which has been shown thus far is indeed gratifying to those concerned, and leads them to believe that the entrants in the coming contest will be greatly increased. The exhibition closes December 17.

A beauty salon, one of the largest in this or any country, is the latest offering of the Jordan-Marsh Co., of Boston to its many patrons. Its official opening met with instantaneous approval of a large number, and from now on the fine art of cultivating feminine charm will be one of the distinctive services of the store. A balcony has been built in the annex to the main store where the salon is located. The salon represents an outlay of \$250,000. A feature is that it is divided into two shops, one being American and the other French, the French shop being

more exclusive and a little more expensive. Here only French is spoken, and men and women of Paris training have been engaged to cater to those who demand service such as is given in Paris.

There are two large reception rooms for patrons. The furniture and chairs are very well matched. Additional features of the beauty salon are a candy shop, consultation rooms, and a hair room. In the consultation room an expert is ready with free advice regarding the treatment of the hair and skin and also the proper make-up. An expert attendant is also engaged in the hair room, in the matching of hair and dressing it becomingly. This advice is given free. There are 38 booths in all and each booth is fitted with every possible equipment that is required regardless of the treatment. The supplies which are used are brought to the customer in sealed packages with the company's initials. Ice for facials is manufactured in the supply rooms.

The staff of the beauty salon numbers 130 men and women. At the head is Miss Ann Cole who has had a wealth of experience in this profession and has conducted shops in a number of sections of this country. The French Salon has Anton Celas, expert with the hair, in general charge. Just over from Paris are Louis Autico and Madame Suzanne, his wife. These two are artists in their work, one cutting the hair to suit the features of the customer and the other being quite skilled in scientific facial treatments. In all 100 customers can be served simultaneously. There are three barber shops and 38 barbers. Manicurists number 35 and there are 40 hairdressers. It is estimated that 200 perfectly groomed women can be turned out every hour in Boston's largest and most modern beauty salon.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, 81 Fulton street, New York.)

MODERN SOAP AND GLYCERINE MANUFACTURE, by E. F. Webb; 224 pages; Davis Brothers, London, 1927. Price, \$10.

The manufacture of soap and its by-product glycerine are generously covered by texts of varying worth on these subjects. To warrant its welcome to such a field, a new book must possess new qualities which make it of value. The author of the edition under review has accomplished this. He presents the subject from a modern standpoint and in such a useful, novel and practical manner that it becomes necessary to discard some of the older books for this more recent presentation of soap-making and glycerine refining. It is a welcome addition to the literature in this field.

If there is a general criticism of the work, it may be said that the author should have covered more of his subject matter with the same thoroughness that he discusses those operations of soap manufacture which he so thoroughly develops. In some cases the information given is rather meagre and indefinite. A chapter like that on "General Saponaceous Cosmetics" should be omitted entirely. It adds nothing to the value of the work and looks very weak when compared to other chapters which give accurate information in detail.

In many cases the author employs abbreviations and colloquialisms peculiar to English soap plants. This makes it

difficult at times for an American to quickly grasp the point.

The treatment of the I. N. S. factor (Saponification Number — Iodine Number = I. N. S. factor) is particularly enlightening and well done. The illustrations and descriptions of the trowel test, so generally used by soap-makers in finishing soap, is excellent. Under glycerine the author minutely describes the various operations of production of crude and distilled glycerine. He limits his descriptions, however, to one type of evaporator and two types of stills. This may or may not smack of commercialism. The autoclave cleavage of fats is omitted and the use of saponifiers is but superficially discussed. Throughout all the discussions, however, practical, constructive, valuable information is given by one who is writing from actual experience. Information of this type is of infinite value to the practical man in the soap plant.

The book is not too large, is well printed and the illustrations are excellent. The flow sheets are instructive and add value to the work. Many useful tables are included with the text. Cost methods find room in the work. It is a book that should be found in the library of anyone concerned with the manufacture of soap, as it will most certainly be often consulted because of the author's full description of soap-making procedure.

E. G. THOMSEN.

NATIONAL WHOLESALE DRUGGISTS' ASSOCIATION; Proceedings of the fifty-third regular meeting, held at Atlantic City, N. J., September 26-29, 1927; 452 pages, bound in cloth.

As in the past, this volume serves as the year book of the association. It not only contains a complete report of the proceedings of the annual meeting and the names of the 587 persons who attended, but also contains a list of the old and new officers, places of regular meetings since 1876, and the names of the 23 members who died during the last year. In addition, the volume contains the personnel of its various committees, delegates to other associations, geographical and firm lists of the 294 active members and 390 associate members, corrected to October, 1927, the certificate of incorporation, the constitution and by-laws, an index of the last annual meeting proceedings and a miscellaneous index.

THE ETIQUETTE OF BEAUTY, by Dorothy Cocks. Octavo, 332 pages. Illustrated with line drawings by Josephine Arnold Bonney. George H. Doran Co., New York. Price \$5 net.

There is a plethora of books on the "beauty business," and many of them—we had almost said the majority—are, to use the popular phrase, largely "the bunk." Writing for a purpose in the beauty game has come to mean more often than not writing for the particular purpose of pushing some one line or of discouraging the use of any line of cosmetics. Hence when a work like the present volume appears, we can scarcely refrain from using superlatives in our description of it.

Miss Cocks has very largely succeeded in "debunking" the beauty business in her work. And in so doing, she has done much that will be good for our industries. The volume forms an almost complete refutation for the arguments of the fanatics who would regulate the industry to the point of destruction, without at the same time over-emphasizing the value of aids to beauty in attaining that desirable end. Health rules, exercises, diet, are all given a prominent place in the work, and an adequate chapter on psychology closes it. In

between, cosmetics are given the modest place which they deserve in the scheme of things.

The style is pleasant, a sort of mixture of the descriptive and the inspirational, which drives the reader to do as Miss Cocks tells her without the unpleasant sense of being driven, which too many inspirational works leave as an after effect. The publishers have dressed it worthily. The type style is especially to be commended and the cover and jacket are fine specimens of modern book work. Miss Cocks has our congratulations. She has done well. We hope she tries again.

VISCOUNT LEVERHULME, by His Son. 320 pages with index. Illustrated. Houghton Mifflin Company, Boston, 1927. Price \$5.

Biography is a most trying form of literary effort. Few who attempt it are successful either in depicting the character of the subject or in producing a work which anyone will care to read. We have had numerous conspicuous examples of biographical work from the pens of sons and daughters, but most of them have been unconvincing. Why is it then that the present Lord Leverhulme has been able to write of the career of his father in a manner both convincing and intriguing? Was there here some unusual bond of sympathy? Or is the author exceptionally gifted?

The late Viscount Leverhulme was born in Bolton in 1851. After leaving school, he entered the wholesale grocery establishment of his father, his first job, strangely enough being the wrapping of soap. After several years at various tasks, he finally induced his father to try him as a salesman, in which position he distinguished himself by adding materially to the firm's distribution, finally becoming a partner in the business.

At 33, he was considering retiring from business, incredible as that may seem in the light of his subsequent career, but about this time the idea of selling soap under a private brand name came to him. How the business was started and how he hit upon "Sunlight" as a brand, form a most engrossing section of the present work.

From this point on, the book becomes, perforce, a history of Lever Bros., Ltd., and of the rise of that company under the guidance of its founder to a position of prominence in virtually every country in the world. Yet enough is given to show the ideal homelife of Lord Leverhulme and his many interests outside of the business which centered in Port Sunlight.

We feel that we must congratulate the author upon the work which he now gives to the world. With admirable restraint, but with a wealth of detail, he has painted the picture of the man who must have most influenced his own life and career. And at the same time we must commend the book itself as a most effective portrait of one of the great figures in our industries.

NEW PUBLICATIONS, PRICE LISTS, ETC.

SOCIÉTÉ DES PRODUITS DE SYNTHÈSE SOPROS. Mantes-sur-Seine, France, has issued an attractive price list showing the products of the company in the synthetic perfume material field and giving prices and brief descriptions of each of them. The list gives names and market information of about 125 synthetic chemical products. In addition there are listed bases for perfumery created by the company, several series of compounds for toilet soaps. Several groups of concentrated perfume compounds are also listed with prices on each product. These products are ready for com-

pounding with alcohol to produce the finished products and the list gives formulae for guidance of the manufacturer in so compounding them. The catalog which is intended for customers of the company in the United States quotes all prices in American currency. It is attractively arranged and printed and carries the address of the American representative of the company, E. LELONG, 130 Pearl street, New York City.

A very beautifully lithographed sheet is devoted to Freesia, a novelty which can be used as a base in perfumes and toilet waters. A blotter in a glassine envelope bears a sample of the product which gives an excellent idea of its fragrance.

THE SYNFLOR SCIENTIFIC LABORATORIES, INC., Monticello, New York, manufacturer of aromatic chemicals, flower oils, flavors and colors will come out January 1, 1928, with a beautiful four color cover price list, displaying its factory at Monticello, as per announcement recently made by its manager, Luis de Hoyos. He also stated that the new price list will contain many novelties relating to aromatic chemicals, flower oils, and flavors. The firm is one of the oldest in its line and the new developments which it will bring out will be awaited by the trade with much interest.

GILES CAN CO., (a division of the Phoenix-Hermetic Co.), 244 West 16th street, Chicago, sends us a copy of its bright and witty house organ, called *The Candle*, which shines monthly for the benefits of friends and customers of the company. The latest number is particularly good, being composed of offerings from the contributors, some of whom take delight in poking fun at "Hig," the regular conductor of the little magazine.

THE PINE TREE PRODUCTS CO., INC., Newport, N. H., of which Billy B. Van, well-known comedian, its president, has issued special circulars and price lists announcing a holiday line of Pine Tree products which includes liquid shampoo, shaving cream, hair dressing, tooth paste and bath powder in addition to the well-known Pine Tree Soap. Included in the literature is an imposing list of hotels, athletic clubs, hospitals, etc., which have adopted the Pine Tree products.

NATIONAL HAIRDRESSERS AND COSMETOLOGISTS ASSOCIATION has issued a bulletin regarding the proposed federal cosmetic bills. In the statement definite arguments in opposition to both the American Medical Association bill and Senator Copeland's measure are given at some length. The bulletin has been sent to all members of the Association with the request that they cooperate in opposing both bills.

THE METROPOLITAN LIFE INSURANCE CO. has recently published a 30-page booklet, prepared for the research committee of the New England Council, by the Policyholders Service Bureau. The booklet is called "Better Business Through Research in New England Industry" and outlines why the research survey was made, and summarizes the findings.

FRITZSCHE BROTHERS, INC., 78 Beekman street, New York, has issued a new price list and catalogue of its products. An interesting new feature is a separate leaflet describing a new synthetic menthol, now being manufactured by SCHIMMEL & Co., Miltitz, Germany.

IN MEMORIAM FOR DEPARTED FRIENDS

ALLEN, EDWARD RANSOME, chairman of Stafford Allen & Sons, Ltd., London, England, December, 1910.

CALISHER, AARON B., manufacturing perfumer, New York, December, 1917.

COBB, LESTER A., Strong, Cobb & Co., Cleveland, Ohio, December, 1926.

DURKEE, EUGENE W., owner of E. R. Durkee & Co., Elmhurst, Long Island, N. Y., December, 1926.

FRENCH, GEORGE JACKSON, president of the R. T. French Co., Rochester, N. Y., December, 1926.

FRITZSCHE, ERNEST T., senior member of Schimmel & Co., essential oils and chemicals, Leipzig, December, 1916.

HATHAWAY, WALTER T., purchasing agent for Colgate & Co., New York City, December, 1925.

HEMPSTEAD, WILLIAM S., soaps, New London, Conn., December, 1907.

HEWITT, ARCHIE, president and founder Hewitt Brothers Soap Co., Dayton, Ohio, December, 1924.

HOLMAN, ERNEST CHARLES, vice-president of the DeLorme Holman Co. and ex-president, Chicago Perfumery, Soap and Extract Association, December, 1921.

HORNER, MAJOR JAMES BROWN, essential oils, New York, December, 1914.

KEMP, COL. HORACE G., of L. H. Kemp & Son, soap manufacturers, Cambridge, Mass., December, 1914.

OGILVIE, MRS. CATHERINE, mother of the seven Ogilvie sisters, hair specialists and beauty parlors, New York, December, 1926.

PLOUGH, MOSES, vice-president of Plough Chemical Co., Memphis, Tenn., December, 1926.

RAMSDALL, CLIFFORD, of Daggett & Ramsdell, New York City, December, 1911.

ROBINSON, FREDERICK A., soap manufacturer, Malden, Mass., December, 1907.

SCHÉELE, WILLIAM, general manager, California Perfume Co., New York City, December, 1924.

SÉVE, ELISÉE, of Pilar Frères, December, 1926.

TERRISSE, JULES, one of the founders of M. Naef & Co., aromatic synthetics, Geneva, Switzerland, December, 1916.

VAIL, ARAUNA M., senior member of Vail Bros., perfumery and toilet preparations, Philadelphia; at Atlantic City, December, 1924.

WILDEY, AMBROSE S., vice-president and general sales manager for Marinello Co., New York, December, 1924.

WRIGLEY, WILLIAM, of the Wrigley Manufacturing Co., soaps, Philadelphia, Pa., December, 1909.

Matthew J. Jordan

Matthew J. Jordan, associated with Roger & Gallet for 30 years, passed away at his home at Montclair, New Jersey, November 10th, at the age of 59. Mr. Jordan started with Roger & Gallet as a messenger boy, subsequently being promoted to order clerk, head of the order department, receiving clerk, floor salesman, buyer, traveling salesman and assistant manager. Many of the new items of his firm were introduced by him to the New York trade. He leaves a widow and four children.

William Faupel

William Faupel, head of the Hotel and Army & Navy Division of Colgate & Co., New York, died in Christ Hospital, Jersey City, N. J. on November 26, 1927, at the age of 56. Mr. Faupel was born in Jersey City December 12, 1871,

and was educated in the public schools and in Cooper Union, New York. At the age of 18, he entered the employ of Colgate & Co. as an office boy but advanced rapidly and soon entered the Credit and Order Division. When the Sales Statistical Division was created in 1906, he was placed in charge of it and later helped to organize and took charge of the Hotel and Army & Navy Division.

Mr. Faupel was a member of Bergen Lodge, No. 47, F. & A. M. and funeral services were conducted by the lodge at his home in Jersey City. He leaves three brothers, Dr. Charles A. Faupel, Albert Faupel and Otto C. Faupel and two sisters, Mrs. Anna F. Crane and Miss Lillie Faupel.

Charles E. Munson

Charles E. Munson, president of the Columbus Pharmacal Co., Columbus, O., and for many years a director of the American Pharmaceutical Manufacturers' Association, died at his home in Columbus November 20 at the age of 76. Mr. Munson was also president of the Peoples' Saving Association, the Munson Association and the Munson Music Co. He was well known in Columbus and vicinity for his numerous philanthropies, among which were listed the District Nursing Association, the Y. M. C. A., White Cross Hospital, South Side Settlement House, Day Nursery, Columbus Tuberculosis Society and many others.

Mr. Munson was born in Zanesville, Ohio. His wife died several years ago. He leaves two nephews, Horace B. Munson of Niagara Falls, N. Y. and John W. March of Santa Fe, N. M.

Dr. Robert U. Redpath

Dr. Robert U. Redpath, vice-president of the Sydney Ross Company of Newark, exporters of pharmaceutical preparations, died, November 22, at the Orange Memorial Hospital of heart disease. Mr. Redpath had been a resident of Maplewood, N. J., for eighteen years. He was born at Kalamazoo, Mich., December 7, 1878, and was graduated from the University of Michigan in 1902 and from the New York University Medical School in 1905. He was a member of the Delta Tau Delta fraternity, Maple Lodge, F. and A. M.; the Baltusrol Golf Club and the Maplewood Country Club.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

Dante Parfumeur, Manhattan Borough, New York City, chemists, \$20,000 preferred and 100 shares of common stock. W. F. Williams, 27 William street, New York, N. Y.

Melina Corporation, Queens Borough, New York City, cosmetics and perfumes, \$25,000. A. Goodstein, 375 Fulton street, Brooklyn, N. Y.

Exilla Cosmetic Laboratories, Brooklyn Borough, New York City, 200 shares common stock. E. C. Holt, 34 Nassau street, New York, N. Y.

J. A. Stanley Co., Manhattan Borough, New York City, toilet articles, 100 shares of common stock. A. S. Goldberg, 1,540 Broadway, New York, N. Y.

Barbara Gould, Ltd., Manhattan Borough, New York City, perfumes, \$10,000. Weill, Wolff & Saterlee, 52 William street, New York City.

Elsie Pierce, Manhattan Borough, New York City, cos-

metics, \$25,000. D. J. Goldberg, 276 5th avenue, New York, N. Y.

Roxy Cosmetic and Perfume Co., Manhattan Borough, New York City, \$10,000. M. Greenberg, 299 Broadway, New York.

Perkmar Toiletries, Newark, N. J., \$125,000. William S. Cantalupo, Newark, N. J.

Art de Beaute, Manhattan Borough, New York City, barber shops, \$20,000. J. D. Campbell, 455 7th avenue, New York.

Medi-Jell Products, Brooklyn Borough, New York City, chemicals, \$10,000. A. Gross, 1,440 Broadway, New York.

Paramount Hotel Barber Shops, Manhattan Borough, New York City, \$20,000. S. Slonim, 1,440 Broadway, New York.

Beaver Box Mfg. Co., Beaver Falls, N. Y., paper containers, \$50,000. F. Bowman, Lowville, N. Y.

Hanay Facial Products Corporation, St. Petersburg, Florida, toilet preparations of every kind, \$5,000. W. K. Sadler, H. K. Sadler, Wilmer Sadler, Jr., board of directors.

American Beauticians' Society, Trenton, N. J., cosmetics and beauty shop supplies. Stock consists of 300 shares of no par value with 100 shares held by each of the following: H. Russell Blank, of Crosswicks; P. Coulter Davey, of Laurel Springs, and W. A. Breisacher, of Philadelphia, who is also named agent.

National Soap & Perfume Co., 512 West Huron street, Chicago, Ill., \$5,000. Soaps and perfumes, face powders and toilet articles. Incorporators: Mollie, Samuel R. and Hyman R. Shapiro.

Martha Burial Dress Co., 3807 Altgeld street, Chicago, Ill., \$10,000. Wearing apparel, cosmetics and disinfectants. Incorporators: W. C. Vanbregren, George F. Anderson, Martha Tarbell Vanbregren.

Lovafore Sales Co., Inc., 130 West 42nd street, New York City, distributors and jobbers for toilet articles, perfumes and cosmetics, \$10,000 in 400 shares, par value \$25, full paid and non-assessable. Hastings & Gleason, 258 Broadway, New York, N. Y.

Business Records

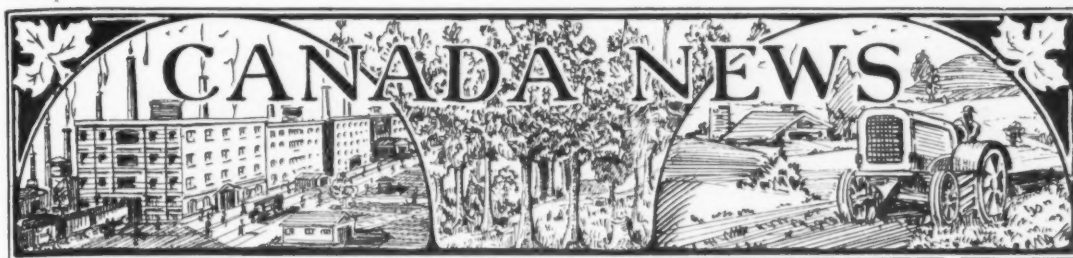
Benjamin Friedman, pharmacist, 674 Ashford street, Brooklyn. Liabilities, \$35,377.95, and assets of \$200.

Joseph Traster, druggist, 1,278 Grand Concourse, New York City. Liabilities, \$21,627; no assets. Principal creditors are Max S. Birkhahn, \$6,244; Chatham and Phenix National Bank, \$3,000.

Joseph Potter, Inc., barber shop supplies and beauty parlor equipment, 753 Third avenue, New York. By Christopher Zammito for \$1,200, Samuel Weiss \$500, Joseph Bieban, \$300. A. Bruce Bielaski appointed receiver, under \$3,000 bond, by Judge Knox. Liabilities about \$50,000; assets about \$8,000.

Miner-Edgar Co., New York, bankruptcy petition, December 5, by the Kentucky Alcohol Corporation for \$96,000; Orelito Co., Inc., for \$1,800, and R. C. Rathbone & Son, Inc., for \$93. Federal Judge Winslow appointed E. Bright Wilson and Z. Gerber receivers under bond for \$25,000.

Crouch & Fitzgerald, Inc., luggage and leather goods, 551 Fifth avenue, New York. By George B. Samuels, for \$4,000; London Import Company, \$1,772; Max Damm Company, Inc., \$917. Harry R. Upright was appointed receiver, under \$2,500 bonds, by Judge Winslow. Liabilities about \$50,000, assets about \$10,000.



Montreal

MONTREAL, December 10.—A further development in the struggle for life of the P. A. T. A. took place toward the end of November, when the council of that body met behind closed doors in Montreal to hear a report from their solicitor, J. C. McRuer, regarding the report of Commissioner O'Connor deciding that they were a combine against the public interest.

Mr. McRuer reported that he had asked the minister of labor to refer to the Supreme Court of Canada the question of whether the Combines Investigation Act was within the constitutional power of the Dominion parliament. The minister had refused to do so, and had flatly demanded a statement of the association's intentions for the future.

A good many wholesalers and still more retailers were militant in their attitude, and wanted to go ahead and fight in the courts any action that might be taken against the P. A. T. A. for continuing to operate contrary to the C. I. Act. A resolution to that effect was moved, but those present representing manufacturing interests were unable to fall in line. Many of them had already resigned from the P. A. T. A. They had to consult their companies before giving a decision which would involve them in further responsibilities. So the meeting broke up with no decision arrived at, but with the understanding that they would get together again as soon as the manufacturing men had had time to decide what attitude they would take.

Trade in general in Montreal has been satisfying. Comparatively mild weather as Montreal goes has improved matters for the retail sections of the business, and the prospects for the winter season are cheerful. There are prospects of plenty of work for the laboring classes for several years ahead, which means more money to spend on toilet requisites and such things.

Miss Jean Frosst, daughter of Mr. and Mrs. Charles E. Frosst of the wholesale and manufacturing drug firm of that name, was married on Thursday, December 1, to Colin W. Webster, son of Hon. L. C. Webster, of Montreal. The bride's nephews, Masters James and Eliot Frosst, were pages, and Miss Ruth Frosst was maid of honor.

Canadian Industrial Alcohol Co.'s annual report has just been issued, and shows net profits up \$304,145, at \$2,413,996, equal to \$2.49 per outstanding share. Working capital is up a million dollars at \$4,253,444. Although this company does a big business in potable alcohols and anti-freeze, it is giving special attention at present to the industrial alcohol end of its business with a view to extending this line.

Toronto

TORONTO, December 15.—Business and industrial conditions in Canada have shown a considerably improved tone during the last month. Weather conditions have been somewhat unfavorable during most of the harvest season, but threshing has been rushed in good weather periods, and practically all of the wheat crop is completed, the yield being estimated at well over 400,000,000 bushels, and a material gain over last year's crop.

During the seven months of the fiscal year, ending October 31, the Dominion's net debt has been reduced over \$78,000,000, while total Canadian revenues show an increase of \$20,000,000 in the same period over last year.

From Western Canada comes the report that Autumn trading conditions have been satisfactory in most lines of merchandise, with every reason for concluding that until the end of the year the situation will remain or even show greater improvement. It is suggested that the volume of winter business will exceed that of last season, and that the present outlook warrants a belief that expansion will continue well into the new year.

Canadian trade has made another record, the Dominion having displaced Great Britain as the largest importer of United States products, having purchased goods to the value of \$544,053,208 during the first eight months of 1927. In two-thirds of a year the United Kingdom and the Dominion spent considerably more than \$1,000,000,000 with the United States.

Rolph R. Corson, Toronto, is about again, almost as usual, following his accident two months ago. He attends at his office nearly every day for a few hours' work.

All the perfume manufacturing and jobbing houses report an exceedingly brisk pre-Christmas trade. The larger department stores never had such large and attractive displays of perfumes as this year. Some of the larger manufacturers have used whole departments to display their wares in some of the down-town establishments.

Frank J. Hoag, Kingston, Ont., druggist, and former mayor of his city, has been elected president of the Ontario College of Pharmacy, Toronto.

W. T. Pember, Toronto hairdresser and president of the National Hairdressers' Association of Canada, has just returned from Paris, France, where he represented his organization at the International Convention of Hairdressers held there recently. Mr. Pember states that he met members of his profession from all parts of the world,

and that from his experience Canada is not at all behind the times in the matter of style. While abroad Mr. Pember also visited leading salons in London, Edinburgh and on the continent, but nowhere did he see superior equipment to that seen in Toronto. The Paris exhibition of perfumery, held in conjunction with the convention, was crowded with fashionably dressed women from morning until night, and many inquiries were made relative to opportunities in Canada.

A very important and well-attended meeting of the executive committee of the Ontario Retail Druggists' Association was held at the College of Pharmacy, Toronto, during the last month, at which an expression of opinion was made that the validity of the Combines Investigation Act be tested in the courts. The secretary-treasurer reported balances of \$1,356.81 in current account; \$1,063.64 in savings; and \$3,223.74 in convention account. The P. A. T. A. special account showed a total of \$29,327.25 in subscriptions, \$20,000 of which had been paid over to the P. A. T. A.

The finding of the Commissioner against the P. A. T. A. here in Canada is still the subject of conversation in many quarters, and the Government has received a report from the Government of New Zealand, where a similar organization was proposed, that the New Zealand P. A. T. A. had similarly received a setback, being considered *ultra vires*, and a "combination detrimental to efficiency in distribution, likely to unduly encourage the credit system, dangerous to public interest, and generally retrogressive." The Canadian P. A. T. A. are informed that an appeal against conviction under the Combines Act cannot be taken to the Privy Council.

As soon as the P. A. T. A. office received the report of the commissioner a meeting of the executive committee was held behind closed doors in the King Edward Hotel, Toronto, last month, at which the whole question was discussed. Later a meeting of the manufacturers was held, followed by another meeting of the executives about the middle of November. No decisive action was decided upon, though voluntary dissolution is what the Government would like, as it would relieve the Minister of Labor from entering action against the P. A. T. A. The latest news from Ottawa is to the effect that a number of manufacturers had notified the Department of Labor that they had resigned from the P. A. T. A.

Immigration to Canada for the first six months of the present fiscal year—April to September, shows a total of 109,025 newcomers to the Dominion. This does not include Canadians returning from the United States. Returned Canadians from across the border totalled 25,383. From the United States Canada secured 14,641 migrants.

Canada and Mexico are the two largest purchasers of laundry soaps from the United States.

Damage estimated at over \$100,000 was done to stock and materials by a fire which destroyed the premises occupied by Ayerest, McKenna and Harrison, Ltd., wholesale pharmaceutical products, Montreal, on the morning of December 1. The loss was mainly covered by insurance.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-marks protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 81 Fulton St., New York City.

TRADE-MARKS

"Preventina," an antiseptic, germicide, disinfectant and prophylactic. Scott & Bowne, Bloomfield, N. J.

Red disc on which the letters: "& P" appear the red disc being enclosed in a decorative concentric colored circle below which there is an escutcheon on which the character of the goods is indicated, vanilla extract. The Great Atlantic and Pacific Tea Co., Jersey City, N. J.

"Califorange," orange oils. The Exchange Orange Products Co., Ontario, Calif.

"Laventin," products for washing and bleaching, washing agents. I. G. Farbenindustrie Aktiengesellschaft, Mainzer Landstrasse 28, Frankfurt-on-Main, Germany.

Egyptian bust with left arm extended to word "Gypsia," perfumes and toilet preparations. Fevrier & Decois, 43 rue de Rivoli, Paris, France.

"Delecta," extracts. Ludger Sirois, Montreal, Que.

"Lablache," face powder and other cosmetics. Ben Levy Co., Boston, Mass.

PATENTS

275,489.—Coffee aroma production. The International Nahrungsund Genussmittel-Aktiengesellschaft, Schaffhausen, Switzerland, and Hermann Staudinger, Freiburg i. Br., Germany.

275,518.—Depilatory substance. La Société Industrielle des Applications. Chimiques, Société Anonyme, Brussels, assignee of Rene Botson, Auderghem-Brussels, both in Belgium.

275,947, 275,948.—Vanillin production. J. D. Riedel Aktien-gesellschaft, Berlin-Britz, assignee of Friedrich Boedecker, Berlin-Dahlem, both in Germany.

Possibilities of Perfume Industry in Canada

That Canada pays a million dollars for imported toilet preparations and perfumes, much of which could be economically manufactured at home including a good proportion from the Dominion's own raw materials, is pointed out in a 50-page report recently made public by the Natural Resources Intelligence Service of the Department of the Interior at Ottawa.

The natural resources of Canada in relation to perfume and allied industries, including those of vegetable, animal and mineral origin, are given in full detail, and the outlook for Canada is thoroughly discussed without minimizing the difficulties that may be met with. An account of the industry in the United States indicates a possible parallel development for that in Canada.

Abstracts of the regulations governing the manufacture of perfumery, cosmetics, etc., an analysis of the Canadian and United States' tariffs, with a list of books of reference and a price list of materials are also included in this very readable report, copies of which are available without cost upon application to the Natural Resources Intelligence Service, Ottawa.

TRADE MARKS

Thorough 273,301	Wilfred 232,109	HI-GRADE M 235,400	SHUE'S M 235,403	VETIVERT M 235,433	RAQUEL MELLER M 235,716	HOUBIGANT BOUGE POUR BAUME M 236,066
VALENCIA M 236,041	Berkley's M 236,412	ROUGE POUR BAUME M 236,066	RED SEAL 240,690	Howe's White Henna 245,001	Elise Pierce M 235,799	JIXOL SOAP TUBE 253,334
"Kellip's" M 236,319	VERS LE JOUR 244,526	WIN YOU 243,475 253,950	Calomina 252,193	KRA'SNY 249,506	ODIS 249,361	CARNEE 253,637
HEALDZ 247,454	PONDS 247,706	BLUE CROSS 247,467	BABY 252,555	GLORIA MAY 252,555	Le Gai 252,540	Céon 254,293
Demabe 245,124	W&J 253,969	TET 250,782	TAREX 254,260	Cleenella 254,691	"BENCO" 253,914	DE MUSSET 255,442
MER 254,814	PALE HANDS 254,831	8et9 251,352	Dr. Brady's 254,445	BEAUTY CREAM 255,011	CRESCENT 255,113	HERA 255,427
NEW YORK 255,175	ANAU 255,199	Kasko 251,397	Flavory 254,639	Maid of Orleans 255,304	Pinaud's 255,198	CREAM 255,094
	IFOL 256,319	La VALON 253,329	APRÈS LE TENNIS 254,994	Hairolene 256,755	Joan of Arc 256,303	CRYSPRO 256,307
		Soffenole 255,517	"Kohl-Mo" Galsé 255,647	VANILOLA 255,927	No. 17332 255,434	HAIR DRESSING 255,715
			C'est ça! 255,943	LAXADERMIS 255,918	LISTERINE 256,126	PAPIER POUDE 256,205

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of Howard S. Neiman, consulting editor on patents and trade-marks. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade-marks, listed, those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT
Perfumer Publishing Co., 81 Fulton St., New York City.
Note—Dates given in Trade-Mark Registrations are those from which use of the mark is claimed.

TRADE-MARK REGISTRATIONS GRANTED
(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition
M235,400.—Jeffries & Colville, Circleville, Ohio. (Serial No. 237,172. July 1, 1926).—Cleaning Preparations.
M235,403.—Andrew C. Shue, Hampstead, Md. (Serial No. 254,156. November, 1906).—Food Flavoring Extracts.
M235,412.—Benjamin Harris, doing business as Berkley's, New York, N. Y. (Serial No. 246,405. Oct. 1, 1926).—Toilet Preparations.

M235,433.—Royal Perfume Co., Inc., New Orleans, La. (Serial No. 253,291. 1915).—Toilet Preparations.

M235,785.—Charles Roditi, Paris, France. (Serial No. 252,396. May 1, 1925).—Perfumes.

M235,799.—Helen M. Johnson, doing business as Elsie Pierce, Washington, D. C. (Serial No. 237,739. Mar. 10, 1924).—Toilet Preparations.

M236,041.—Maurice Levy, New York, N. Y. (Serial No. 255,115. July, 1926).—Powder Puffs.

M236,065, M236,066.—Houbigant, Inc., New York, N. Y. (Serial No. 252,961, 252,962. 1922).—Rouges.

M236,319.—H. C. Kelley, Victoria, Tex. (Serial No. 252,015. Sept. 15, 1924).—Preparation for Restoring Color of Hair.

TRADE-MARK REGISTRATIONS APPLIED FOR
(Act of Feb. 20, 1905)

These Registrations are not Subject to Opposition

231,301, 231,302.—Associated Dental Products Inc., New York, N. Y. (May 14, 1925).—Natural Tooth Cleansing Paste and Tablets, Antiseptic Mouth Wash, Antiseptic Hand Lotion.

232,109.—Wilfred Laboratories, Inc., New York, N. Y. (Aug., 1922).—Toilet Preparations.

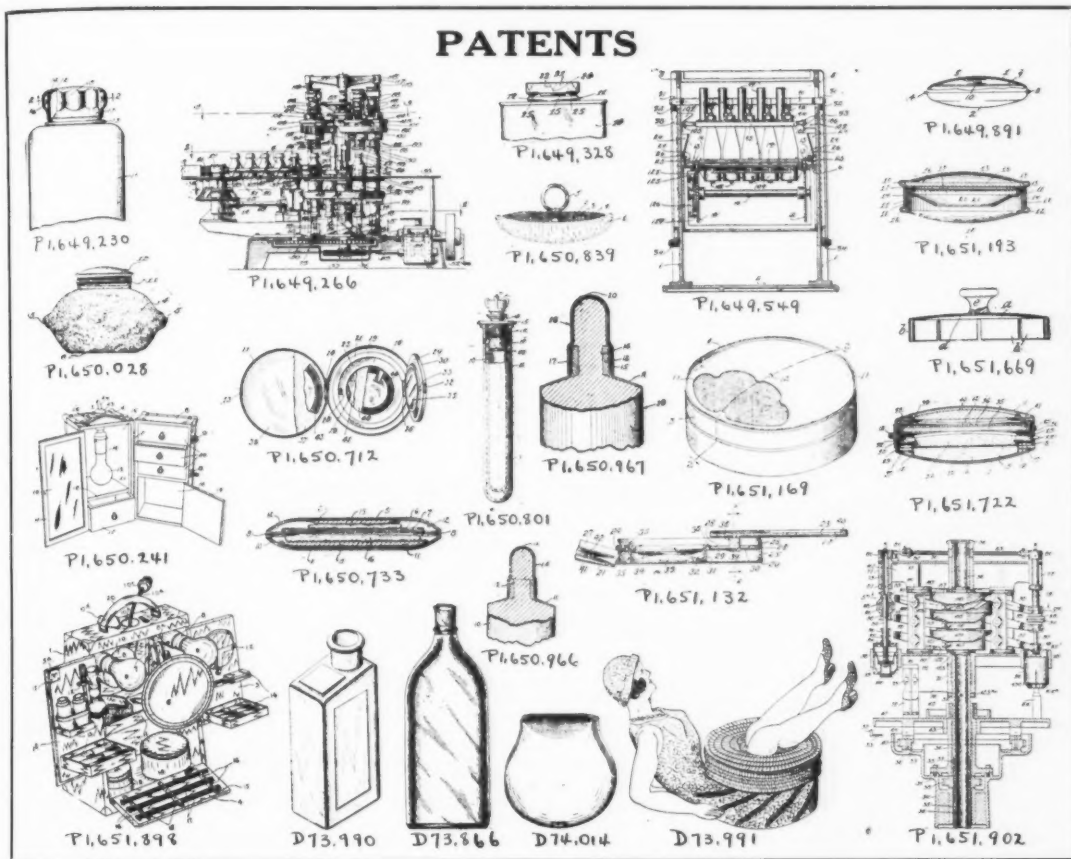
234,043.—Laboratory Products Company, now by change of name to Excelcis Products Company, Salt Lake City, Utah. (Feb. 21, 1921).—Food flavoring extracts.

237,454.—Frances Glatzer, doing business as Ducarel Perfumery Company, New York, N. Y. (June 1, 1924).—Toilet preparations.

238,368.—Philip Fisher, Brooklyn, N. Y. (Sept. 29, 1926).—Nail polish and nail polish remover.

- 240,298.—Economic Drug Co., Chicago, Ill. (Aug., 1926.)—Toilet preparations.
- 240,394.—Frances H. Arensen, New York, N. Y. (July 1, 1926.)—Toilet preparations.
- 240,690.—P. C. Tomson & Company, Inc., Philadelphia, Pa. (June, 1884.)—Alkaline cleaning powder.
- 242,049.—Paul Peter Muhlen, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenüber der Pierdepost von Ferd Muhlen, Cologne-on-Rhine, Germany. March, 1926.)—Hair wash.
- 243,475.—Blanke-Baer Extract & Preserving Company, St. Louis, Mo. (Aug. 1, 1918.)—Flavoring extracts.
- 244,526.—Worth, Societe Anonyme, Paris, France. (Oct. 29, 1926.)—Perfumes and hygienic products.
- 247,467.—Economy Cleanser Company, Minneapolis, Minn. (Apr. 7, 1927.)—Cleansing products.
- 247,706.—Pond's Extract Company, New York, N. Y. (Mar. 12, 1927.)—Liquid shampoo.
- 247,913.—Herman Smithline, doing business as Healozol Medicine Company, New York, N. Y. (May, 1926.)—Hair grower and mouth wash.
- 248,001.—Howe Co. Inc., Seattle, Wash. (June, 1925.)—Hair bleach.
- 248,124.—Louisa Pingrv, Tulsa, Okla. (Mar. 1, 1927.)—Face lotion.
- 248,506.—Luxor, Limited, Chicago, Ill. (Sept. 10, 1926.)—Toilet preparations.
- 249,214.—The L. D. Caulk Company, Milford, Del. (Nov. 1, 1923.)—Tooth paste.
- 249,361.—Irving McEwen, Omaha, Nebr. (Mar. 1, 1927.)—Deodorant toilet preparations.
- 249,645.—Berthe De Lano, Denver, Colo. (May 1, 1925.)—Preparation for dressing the hair.
- 249,943.—E. Manchester Boddy, doing business as Servistore Company, Los Angeles, Calif. (Mar. 1, 1927.)—Toilet preparations—namely, face lotion.
- 250,782.—Jimmie Bishop, doing business as Tet Laboratories, Augusta, Ga. (Sept., 1925.)—Skin ointments.
- 251,352.—Marcel Guerlain, Inc., New York, N. Y. (May 20, 1927.)—Perfumes, colognes, beauty creams and skin lotions.
- 251,397.—Samuel Kasser, Philadelphia, Pa. May 1, 1927.)—Caps for bottles and bottle stoppers.
- 251,587.—Thurston-Helme, Inc., New York, N. Y. (Mar. 11, 1926.)—Toilet preparations.
- 251,825.—Ser-Att B. Field, doing business as The Field Laboratories, Erie, Pa. (June 1, 1926.)—Hair tonics.
- 252,193.—Exchange Lemon Products Company, Corona, Calif. (June 1, 1927.)—Cold pressed lemon oil and distilled lemon oil.
- 252,885.—Guido J. Cervelli, doing business as Gloria May Co., San Francisco, Calif. (Dec. 15, 1925.)—Scalp and hair tonic and facial cream.
- 252,888.—Cosmetique Laboratories of America, Portland, Ore. (July 1, 1926.)—Toilet preparations.
- 252,890.—Cosmetique Laboratories of America, Portland, Ore. (July 1, 1926.)—Toilet preparations.
- 253,329.—Anton Kienast, doing business as New England Permo-Wave Co., Providence, R. I. (May, 1925.)—Liquid preparations.
- 253,334.—A. J. McLaughlin, Sioux City, Iowa. (Aug. 1, 1927.)—Prophylactic soap.
- 253,637.—Car-Nee Inc., New York, N. Y. (Aug. 4, 1927.)—Rouge.
- 253,914.—Lester H. Reeve, doing business as The Patrician Laboratories, Pasadena, Calif. (Aug. 15, 1927.)—Soap.
- 253,969.—William & Jones Mfg. Co., Houston, Tex. (Sept., 1921.)—Compound for Promoting Growth of Hair.
- 253,980.—Blanke-Baer Extract & Preserving Company, St. Louis, Mo. (Aug. 1, 1918.)—Flavoring Extracts.
- 254,224.—Allied Merke Institute, Inc., New York, N. Y. (Aug. 15, 1927.)—Shaving Soap Cream.
- 254,260.—Giles, W. O. Martin, doing business as Giles Martin Company, East Boston, Mass. (Aug. 1, 1927.)—Liquid Preparation for removing Road Tar, Grease, etc.
- 254,293.—Le Roy S. Kussy, doing business as Edison Drug (June 1, 1927.)—Dental Preparations.
- 254,445.—Dr. Brady's Soap Co., Inc., Monrovia, Calif. (1892.)—Soap and Shaving Cream.
- 254,689.—Virginia Dare Extract Company, Inc. Brooklyn, N. Y. (Aug. 20, 1927.)—Food Flavoring Preparation.
- 254,691.—John B. Blumenfeld, Phila, Pa. (June 1, 1927.)—Shampoo or Hair Wash.
- 254,831.—The Celma Company, doing business as Marie Barlow, Toledo, Ohio, and New York, N. Y. (Aug. 15, 1927.)—Skin Lotions.
- 254,974.—William T. Norris, 2nd, Paterson, N. J. (June 22, 1925.)—Skin Lotion.
- 254,986.—Herman C. Silber, doing business as M. G. Webb Flavoring Products Co., Newark, N. J. (June 15, 1918.)—Flavoring Extracts for Foods.
- 254,994.—Cadolle Freres (Société à Responsabilité Limitée), Paris, France. (Oct., 1926.)—Toilet Preparations.
- 255,011.—W. S. Kirby Co., Dallas, Tex. (Feb. 10, 1908.)—Toilet Cream.
- 255,113.—Maurice Levy, New York, N. Y. (July, 1923.)—Powder Puffs.
- 255,175.—B. Heller & Company, Chicago, Ill. (1901.)—Flavoring Compound.
- 255,198, 255,199.—Pinaud, Incorporated, New York, N. Y. (Aug. 29, 1927.)—Dermatological and Epidermal Cream.
- 255,234.—Henry N. Creger, doing business as Dr. Johann Strasska Laboratories, Inc., Los Angeles, Calif. (Jan. 1, 1927.)—Tooth Paste.
- 255,303, 255,304.—The Fries & Fries Company, Cincinnati, Ohio. (Mar. 29, 1926.)—Toilet Preparations.
- 255,307.—Wilbert B. Jacobs, doing business as Crystal Oil Co., Emlenton, Pa. (Aug. 1, 1927.)—Soaps and cleaning compounds.
- 255,429.—The Barbasol Company, Indianapolis, Ind. (Sept. 10, 1927.)—Vanishing Cream, Lotion for Sunburn, Chapped Skin, Scalds and Burns.
- 255,434.—Charles W. Clark, Westfield, Mass. (Sept. 12, 1927.)—Washing Powder.
- 255,442.—Marcel B. Foy, New York, N. Y. (Aug., 1927.)—Toilet Preparations.
- 255,487.—D. F. De Bernardi & Co., San Francisco, Calif. (Sept., 1914.)—Olive Oil.
- 255,589.—Luigi Bocchicchio, doing business as Bocchicchio & Son, Philadelphia, Pa. (Oct. 3, 1927.)—Shaving Cream Soap.
- 255,647.—Elmo, Inc., Philadelphia, Pa. (Sept. 16, 1927.)—Preparation for Treating and Coloring Eyelashes and Eyebrows.
- 255,755.—Victor Leon, doing business as Hair-O-Lene Company (not incorporated), Chicago, Ill. (July 29, 1927.)—Liquid Hairdressing.
- 255,775.—Thomas E. Smith, doing business as Virginia Hair Dressing Co., Portsmouth and Urbana, Va. (June 5, 1927.)—Hairdressing.
- 255,827.—The Sears & Derr Company, Chillicothe, Ohio and Boonville, Ind. (Oct. 5, 1927.)—Flavoring Extract.
- 255,887.—Arthur Winarick, doing business as "Galve," New York, N. Y. (July 20, 1927.)—Toilet Preparations.
- 255,918.—L'Ame, Inc., New York, N. Y. (Sept. 16, 1927.)—Cream for the Skin.
- 255,943.—Chas. A. Stevens & Bros., Chicago, Ill. (Oct. 1, 1927.)—Perfumes.
- 255,953, 255,955.—The Ayer Company, Lowell, Mass. (Oct. 7, 1927.)—Hair Tonics and Hair Oils.
- 255,959.—Nicholas E. Bruck, Fort Wayne, Ind. (May 1, 1927.)—Scalp Ointments.
- 256,084.—Jay Thorpe, Inc., New York, N. Y. (Nov. 3, 1921.)—Perfumery.
- 256,099.—Nicholas N. Corotneff, doing business as Zore Co. New York, N. Y. (July 1, 1927.)—Whitening Liquid for Arms and Hands.
- 256,126.—Lambert Pharmacal Company, Wilmington, Del. (July 8, 1927.)—Saponaceous Paste, commonly known as Shaving Cream.
- 256,205.—Papier Poudre Limited, London, England (Under 10 year Proviso, 1893.)—Preparations for the Skin.
- 256,319.—George L. Wiggins, doing business as The Lifol Company, Tulsa, Okla. (May, 1924.)—Hair Tonic Shampoo.
- 256,361.—I. Miller & Sons, Inc., Long Island City, N. Y. (June 20, 1927.)—Toilet Preparations.
- 256,466.—The J. & J. Beauty Culture, New York, N. Y. (Sept. 6, 1927.)—Toilet Preparations.

PATENTS



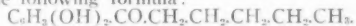
PATENTS GRANTED

1,649,230. Sifter-Top Can. JOHN M. HOTHERSALL, Brooklyn, N. Y., assignor to American Can Company, New York, N. Y., a Corporation of New Jersey. Filed Apr. 18, 1921. Serial No. 462,290. 5 Claims. (Cl. 221-64.)

1. A sifter top can, comprising a sifter nozzle of cylindrical form having a protuberance on its side, a closure cap embracing said nozzle and having perforations rotatable into and out of registration with the sifter perforations in the nozzle, the sides of said cap being fluted, the depressed portions of said sides engaging said protuberance to limit the rotating movement of said cap.

1,649,669. Hexyl Resorcinol. ALFRED R. L. DOHME, Baltimore, Md., assignor to Sharp & Dohme, Inc., Baltimore, Md., a Corporation of New Jersey. Filed Apr. 29, 1925. Serial No. 26,816. 2 Claims. (Cl. 260-131.)

1. A new product comprising normal hexyl resorcinol having the following formula:



1,649,670. Hexyl Resorcinol. ALFRED R. L. DOHME, Baltimore, Md., assignor to Sharp & Dohme, Inc., Baltimore, Md., a Corporation of New Jersey. Filed Oct. 12, 1927. Serial No. 225,832, and in Great Britain, Nov. 8, 1923. 4 Claims. (Cl. 260-154.)

1. New products comprising hexyl resorcinols having the following formula:



1,649,671. Hexyl Resorcinol Composition. ALFRED R. L. DOHME, Baltimore, Md., assignor to Sharp & Dohme, Inc., Baltimore, Md., a Corporation of New Jersey. Filed Nov. 5, 1926. Serial No. 146,567. 5 Claims. (Cl. 167-7.)

1. An antiseptic composition for internal administration comprising a solution of hexyl resorcinol in oil.

4. An antiseptic composition comprising a capsule of gelatine resistant of hexyl resorcinol containing an olive oil solution of hexyl resorcinol.

1,649,672. N-Butyl Resorcinol. ALFRED R. L. DOHME, Baltimore, Md., assignor to Sharp & Dohme, Inc., Baltimore, Md., a Corporation of New Jersey. Filed Jan. 16, 1925. Serial No. 2,810. 1 Claim. (Cl. 260-154.)

As a new product, pure n-butyl resorcinol having the formula $\text{C}_6\text{H}_5(\text{OH})_2\text{C}_4\text{H}_9$, being a white crystalline substance having a melting point of 47-48° C., being slightly soluble in water and readily soluble in alcohol benzol and vegetable oil.

1,649,891. Vanity Case. ARTHUR M. COONS, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Jan. 15, 1925. Serial No. 2,478. 1 Claim. (Cl. 132-183.)

In a vanity case or the like, the combination with a body member, of a cover having a concave shape, a mirror so held in the cover as to expose its entire reflecting surface, means for detachably holding the mirror in the cover, said means comprising a socket member secured to the concave surface of the cover and a coating resilient head member secured to the back of the mirror for engagement in the socket, said socket and head members being of such depth as to permit the periphery of the mirror to snugly engage the concave surface of the cover for more firmly supporting the mirror in position.

1,650,028. Container for Cosmetics and Like Materials. BENJAMIN R. MORRISON, Wilmington, N. C. Filed May 20, 1926. Serial No. 110,415. 3 Claims. (Cl. 215-1.)

1. A container simulating a natural object in the position it normally assumes when resting on a flat surface, said container being provided with a flattened portion constituting a

base therefor, said base having a depression therein for an ordinarily invisible label, and a substance in said container having a characteristic quality suggested by the simulated object.

1,650,712. Container. HENRY L. HEITER, Brooklyn, N. Y. Filed Sept. 14, 1922. Serial No. 588,134. 7 Claims. (Cl. 132-83.)

4. In a powder compact container, in combination, a bottom having an upwardly extended flange, the upper portion of which is offset, a top hingedly attached to the bottom and having an extended annular flange, an annular member within the top spaced from the inner face of the top and from the top flange to allow of the telescopic positioning of the top flange and the bottom flange, a comparatively small opening within the annular member opening into the space between the annular member and the top a mirror carrier of smaller diameter than the top hingedly attached to the annular member.

1,650,733. Toilet Box. RALPH W. WILSON, New York, N. Y., assignor to Theodore W. Foster & Bro. Company, Providence, R. I., a Corporation of Maine. Filed Aug. 29, 1923. Serial No. 659,856. 3 Claims. (Cl. 132-83.)

1. A toilet box comprising two saucer-shaped covers and a partition hingedly connected together, and means for securing both of said cover members to the partition, said securing means comprising means projecting from opposite sides of said partition for engagement with the covers.

1,650,801. Container. CHARLES LIONEL MARCUS, New York, N. Y. Filed Mar. 18, 1922. Serial No. 544,719. 1 Claim. (Cl. 215-12.)

A container for liquids comprising an outer tubular casing having the mouth portion thereof interiorly threaded, a closure cap for said container, said closure cap including an annular head portion arranged to extend over said mouth portion, a tubular extension on said head portion exteriorly threaded and adapted to fit the threaded mouth portion, a resilient bored member projecting from said extension and a demountable vial frictionally supported from said resilient member within and independent of the casing, said tubular extension connecting with the vial for serving as a means to dispense a fluid from the vial while the latter is positioned within the casing.

1,650,839. Rouge and Powder Puff. KATHERINE D. JEWELL, St. Paul, Minn. Filed May 5, 1927. Serial No. 188,960. 2 Claims. (Cl. 132-78.5.)

2. A rouge and powder puff of the character described, having a circular fabric back member, a circular resilient celluloid disk of smaller diameter than said fabric disk positioned forwardly of said fabric member, a pad member positioned forwardly of said celluloid disk, a handle fastened to said fabric member, said fastening means passing through said celluloid disk and said pad to unite them with said fabric member, and a circular piled fabric front member connected to said fabric member about the circumference thereof to enclose said celluloid disk in said pad.

1,650,966. Closure for Collapsible Tubes. ARTHUR E. SMITH, Los Angeles, Calif. Filed June 8, 1926. Serial No. 114,446. 1 Claim. (Cl. 221-60.)

In combination with a hollow body having a discharge opening, a closure for said opening, said closure comprising an elastic member, means to hold said closure on said body and over said discharge opening, said closure having its elastic wall perforated while under tension to form a discharge slit which closes when the tension is released.

1,650,967. Closure for Collapsible Tubes. ARTHUR E. SMITH, Los Angeles, Calif. Original application filed July 15, 1926, Serial No. 122,565. Divided and this application filed June 8, 1927. Serial No. 197,363. 2 Claims. (Cl. 221-60.)

1. In dispensing, the combination of a collapsible tube having a discharge neck and a resilient closure for said neck and forming both a sealed tube closure and holder, said closure having a wall continuous normally in the absence of pressure, said wall having an aperture therethrough produced by piercing the closure while the material of the wall is under tension, whereby the natural contractive effort of the resilient closure is utilized to effectually seal said aperture and whereby when material is discharged therethrough and

the expelling pressure is released, the contractive action in closing the aperture becomes effective to cut off the material.

1,651,132. Vanity Box. NATHAN KASDAN, Bronx, and DANIEL POLLACK, Brooklyn, N. Y., assignors to Majestic Machine & Tool Co., Inc., New York, N. Y., a Corporation of New York. Filed Apr. 26, 1923. Serial No. 634,715. 4 Claims. (Cl. 132-83.)

1. A vanity case or box comprising a body-portion having a bottom and rim, a cover having a skirt hinged to the rim of said body-portion, a disk-frame fitted within said body-portion and having a walled opening forming a chamber to receive a rouge compact and its pad, a slidable intermediate section adapted to seat within the upper part of said body-portion above said disk frame, and means connecting said intermediate section with said disk-frame and permitting the same to be slid therefrom along and parallel with the upper edge of said rim comprising legs rigid with the underside of said section and parallel guide slots in said disk-frame down through which said legs are inserted, the lower ends of said legs being bent laterally to prevent the separation of said section from said disk-frame, said walled opening being formed by an annular flange integral with and surrounding an opening in said disk-frame and extending downwardly to the bottom of said body-portion, and an annular upwardly projecting beading being formed around the upper edge of said opening to form a seat for said intermediate section when said section is in its initial position closing the chamber for the rouge compact.

DESIGNS PATENTED

74,014. Compact Holder. William G. Kendall, Newark, N. J. Filed Aug. 20, 1927. Serial No. 23,163. Term of patent 14 years.

73,866. Bottle. John Puhl, Chicago, Ill., assignor to The John Puhl Products Co., Chicago, Ill., a Corporation of Illinois. Filed Aug. 7, 1926. Serial No. 18,626. Term of patent 3½ years.

73,990. Bottle. John Young, Philadelphia, Pa. Filed Sept. 24, 1927. Serial No. 23,546. Term of patent 14 years.

73,991. Powder Box. Charles C. Apablaza, Los Angeles, Calif. Filed June 22, 1927. Serial No. 22,523. Term of patent 7 years.

1,651,193. Vanity Case. ARRON R. CHISHOLM, East Orange, N. J. Filed June 1, 1927. Serial No. 195,608. 1 Claim. (Cl. 132-83.)

The vanity case described comprising a circular body portion having a dished bottom and an annular vertical flange thereon with an outwardly projecting bead at the junction of said vertical flange and bottom and formed integrally with said vertical flange and bottom, a diaphragm in said body consisting of a vertical lip matching closely within said vertical flange and a downwardly inclined conical deck integral with said lip and having a central aperture therein, forming with said bottom an annular pocket, and a circular cover portion having a top and an annular depending flange thereon integral therewith and adapted removably to inclose and engage said vertical flange and to seat on said head, a mirror in said cover and a bezel for holding said mirror in place by frictional engagement with said depending flange.

A Good Fish Story

A naturalist once divided an aquarium by a glass partition. He put a lusty bass in one section and dropped half a dozen minnows in the other. The bass struck every time a minnow approached the glass partition. After three days of fruitless lunging, which netted him only bruises, he ceased his efforts and subsisted entirely on the food that was dropped in.

Then the naturalist removed the glass partition. The minnows swam all around the bass, but he did not strike at a single one. He had been thoroughly sold on the idea that he could not get what he wanted.

There's a moral here if you need it—take another shot at the glass partition. Maybe it isn't there any more.—*New York Sun.*

Patchouli As Raw Material

(Continued from Page 569)

genuine patchouli oil: Patchouli alcohol (97 per cent and originally known as patchouli camphor) a sesquiterpene, patchoulene, cinnamic aldehyde, benzaldehyde, eugenol, a terpene alcohol of rose odor, a ketone recalling the odor of carvone and a basic substance of great intensity.

Patchouli oil is one of the most useful raw materials in perfumery. It is a most excellent base and also a magnificent fixative. As a base it may be conveniently blended with vetivert, coumarin, vanillin and musk ambrette, the flowery bouquet being adjusted to the perfumer's own taste. As a backing in chypre compounds it is only rivalled by oakmoss and while blended with the above mentioned substances it is given character by small quantities of sassafras. In face powder perfumes of lighter and more elusive fragrance patchouli is indispensable but here the percentage may be much reduced. By increasing the vanillin content, adding heliotropin, and dimethyl hydroquinone, vetivert, methyl ionone and methyl isoeugenol, the base of one of the most famous French perfumes is readily identified. As a blender in artificial ambers and opoponaxes this oil is without rival. In white rose compounds traces with jasmin are very useful, but the percentage must be kept down very considerably if the typical flower odor is to be truly reproduced. In the preparation of lavender waters the use of patchouli is by no means rare. Traces only are desirable and these are well masked by the oils of Peru balsam and clary sage, not of course forgetting coumarin. Incense without patchouli and santal is somewhat rare, sometimes powdered leaves are employed; more often the oil is first blended with others before being incorporated with powdered woods, barks, etc. In floral cachous patchouli with cinnamon is much favored.

In soap perfumery patchouli plays an important part. Blended with bourbon geranium it will impart that much appreciated lingering sweetness after washing. In lavender soaps it makes a good fixative and in bouquet odors it is indispensable.

9,500,000 Inhabitants in new New York

A new metropolitan district for New York has been formed with a population of 9,500,000 covering approximately all territory within forty miles of the New York City Hall. The district supplants the old district for census purposes and was created by a committee representing New York and national organizations. A map showing the exact boundaries of the new district has been published by The Merchants' Association. The new district contains 500,000 inhabitants more than the combined population of Chicago, Philadelphia, Detroit, Cleveland, St. Louis and Boston, and has 1,250,000 more inhabitants than all the States of New England, 500,000 more than the entire Dominion of Canada, and 470,000 more than the cities of Paris, Berlin and Moscow combined. In defining the district, the principles laid down at a recent conference in Washington, of representatives of Chambers of Commerce and commercial organizations from fifty of the largest cities in the country, were followed. These principles, approved by the United States Census Bureau, are the basis upon which metropolitan districts throughout the country are now being redefined.

Exceptional Interest and Value

(A. Simonson, Toilet Preparations, New York City)

We wish to assure you that we find your journal of exceptional interest and value.

How Now, Mr. Pepys?

In a recent issue of the *New York World*, F. P. A. offers the following, which seems to us to have the elements of reason, coupled with a facility of expression, which makes us envious indeed. We hereby nominate him as Official Poet to our industries.

Regarding the Limitation of Naval Armaments and the Many Millions of Dollars Spent on Cosmetics, Tress Tonics, Etc.

The face that launched a thousand ships
Employed no stick upon its lips,
Nor did those features greatly gifted—
So far as known—have themselves lifted.

And Cleopatra's quinquere
Carried no Gyp-Shun Almond Cream,
No Beaut-O in a dollar jar
To make girls lovelier than they are.

The naval glory that was Greece,
Or Egypt, showed a great increase;
All navies, on their annual statement,
Showed a decided unabatement.

So, ladies, if your wish be Peace,
If war and armament must cease,
If all the battle flags be furled,
And harmony engulf the world—

Oh, yet but do your little part;
Add to your beauty all your art,
And spend so much on hair and lips,
That nothing's left for battleships.

Reducing the Factory Labor Turnover

A personnel department is not essential to reducing excessive labor turnover through conducting successful exit interviews, according to a report "The Exit Interview" just issued by the Policyholders' Service Bureau of the Metropolitan Life Insurance Company. The billions of dollars that are lost to industry annually through excessive labor turnover can be decreased by successful exit interviews. They have demonstrated their value as a controlling force in the labor turnover problem.

The interviewer should learn the facts about the employee and reasons for his seeking employment elsewhere. At the same time, he should give him pertinent information about the company policies, point out opportunities therein, and suggest ways to take advantage of them. In this way he creates goodwill, and goodwill is a component part of any business operation. The interviewer should be prepared to visualize the individual's problems, his job, his progress with the company, and his opportunities before the interview is conducted. What the employee is going to do after he leaves, and what his attitude is toward the company, are important answers to be learned.

The report reaches the conclusion that exit interviews are fundamental in the keeping of reliable records of labor turnover and are a successful check to job changing. This report is a practical guide for persons conducting these interviews, as well as being helpful to executives who desire to take advantage of this important phase of industrial relations.

Grasse Report for December

From Our Own Correspondent

GRASSE, December 7.—Business is very quiet. It is difficult to find a reason for this slump in the sales which have now been extending over many months. According to some, consumers are living on large stocks accumulated during the last two years and according to others the real trend will appear after the parliamentary elections in France, when the stock exchange will take a definite stand and the stabilization of the French market will become an accomplished fact.

With respect to the prices of raw materials for the perfume industry, many of these prices have shrunk considerably. A slight drop may still further occur in certain cases but in the case of essential oils a further drop does not seem possible because flower growers who have other cultures to fall back upon may decide to give up the growing of perfume flowers and to concentrate their attention on these others.

Orange

Since our last report the situation of the market has not improved. The slackness which has been prevailing for many months past is showing no sign of coming to an end and since consumers had in former years accumulated important stocks of product purchased at a favorable exchange rate, they are not as yet reappearing on the market, so that production has been temporarily held up.

Neroli, in spite of the offers of the Co-operative Association of Flower Growers which would be willing to sell at a favorable price in view of the large stock it holds, is in but small demand.

Perfumes extracted from the blossoms by means of petroleum ethers are slightly more in demand, the same applying to pomade, but even in this line there is hardly any activity for the time being.

As we have not yet reached the winter season, it is important to anticipate what will come to pass in the month of May, that is to say at the time of the next blooming season. A frost may seriously affect the trees and quotations may rise 100 per cent within 24 hours. We confine ourselves, however, to surveying the situation such as it is at the present time and we summarize it by the statement, "quiet market."

Rose

The rose product market is practically as inactive as the market for orange products. The demand is small and the stocks rather large. Prices keep up, as we are still far from the next harvest and surprises may come up at any time.

Jasmin

The slump in sales which is still noticeable is bound to stop the unreasonable and unwarranted upward trend which had been brought about by business rivalries between large purchasers who would have probably acted more wisely if last year they had followed a middle course capable of satisfying both the purchaser and the consumer of jasmin products. The unwarranted price quoted last year brought about a general rise in the level of prices in the Grasse countryside of which growers have been the first to feel the brunt and has created general dissatisfaction

among customers. This year the slackened business activity has appeased the hunger for immoderate profits existing last year, so that next year, barring unforeseen contingencies, the quotations of jasmin products as well as the quotations of any other products will be brought back to reasonable levels without the growers being ruined, as after all neither the grower nor the consumer has any interest in bringing about the ruin of the other.

Rosemary

Stocks of rosemary oil are very small but the demand is rather large, because soap makers in particular are very much interested in this oil, which is one of the cheapest and has at the same time a very agreeable perfume.

Clary Sage

This oil, the sale of which is so changeable, has become unobtainable. While in former years nobody was interested in purchasing clary sage, it has become now extremely scarce and the few small quantities met with are to be bought at very high prices. In certain amber perfume preparations this oil is found to be very convenient, as it is capable to a certain extent of taking the place of true amber, the price of which has now-a-days become almost prohibitive.

Lavender

Transactions in lavender oil have not been very large. Nevertheless at all Alpine fairs several thousands of kilograms exchanged hands. Quotations are stable for the very simple reason that they hardly cover the cost price and in certain cases they are even lower than the cost price. The only holders who keep up their prices are those who have received advances on their stocks and are in a position to carry the same into the next year rather than sell at prices lower than the nominal quotations prevailing. These quotations are hardly one-fifth of the pre-war price if it is borne in mind that the index number relating to the level of prices prevailing in 1913-1914 is 5. Applying this index number, the present quotations of lavender oil are found to be beneath the average pre-war quotations. The stocks remaining from the last distilling season are not insignificant, but more than one-half of the crop has been sold. We believe that there is little probability of a decline.

Geranium

All geranium oils which last year were undergoing such sudden fluctuations, have become stabilized for now a year. Both in the case of Reunion oil and in the case of Algerian, quotations have shown very small variations during the year. The demand is not large and this is the reason why stabilization has taken place.

While Reunion oil keeps up well, this is not the case with the Algerian. Farmers in Algeria are pulling up the geranium plants, to plant vine-yards or to grow grain which give a better return than geranium. Stocks at the origin are small and a rise appears not unlikely.

Mint

In spite of the desperate efforts of sellers the quotations remain very low. Stocks are large and demand small.



Synthetics and Aromatic Chemicals

The general situation has been fair during the month and the price movement quite satisfactory. There have been few changes and these have been forced rather by changes in raw material and production costs than by any destructive competitive condition. While business has not been as brisk as it might have been, there has been a fair volume of small and moderate orders from day to day which has held prices steady and encouraged both manufacturers and importers.

Qualities of both American and imported products appear to be better standardized and less liable to irregularity than has been the rule more or less recently. In fact competition between the domestic and the foreign types has been placed upon the basis of service very largely, matters of price and quality being relegated to the background excepting on a few items.

Prices have been quite steady since our last review. Business is not quite as brisk as it was, but is still fairly good. Some fair trading in geraniol has developed and prices have steadied after a period of some uncertainty. The tone of linalool and linalyl derivatives has been more or less unsettled although there has been sufficient business to prevent much in the way of declines despite an easier trend in raw material. Carvol is somewhat firmer and there is less shading. Some material, held in stock for some little time has been turned into consumption and raw material has stiffened materially.

Call for violet ketones has not been so active as it was earlier in the season and business drags to some extent in them. Irregularity in artificial musks has been in evidence to some extent. There is a tendency to cut prices on the part of some of the importers which has not yet been overcome. The domestic makers are outwardly very firm in their ideas, but it is hinted that they too will shade to some extent on firm business.

Demand for hydroxycitronellal is steady and consumption seems to be on the increase. Prices cover a wide range, however. Resale parcels of diethylphthlate are still available at very low prices in one or two quarters, but from regular dealers, the material is in a fairly steady position. Ethyl cinnamate is in fair request and looks slightly firmer than other articles in the same group. Methyl anthranilate is unsettled and lack of demand with keen competition is forcing some slight shading of current levels.

News Permeates Every Page

The text pages of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain all of the news. You must read the advertising pages also to get the full benefit.

Essential Oils

General conditions during the latter part of November and the early part of December have not been quite as satisfactory as the trade had anticipated. The improvement which was in evidence in the market during the months of September and October was not continued. In fact, it might be said that there was a check in operations in the market about the middle of November and while business has not been slow since that time, it has not proceeded with as much vigor as the trade had expected.

The general list of essential oils has suffered to some extent from the tendency on the part of the consumers to limit their purchases to small lots for their immediate use. They have not anticipated future requirements to any extent, with the result that at the approach of the inventory season, the consumers have but small stocks of raw materials while the dealers and importers are to some extent holding the bag. As yet, this has had no marked effect upon prices. It is believed, however, that there will be a tendency toward an easier market during the next few weeks due to the desire of the dealers to bring their inventories down by making early sales.

This tendency has not been general. Some groups of products are still quite well sustained and in a few instances, there seems to be reason to anticipate somewhat higher levels. These, however, are special instances and by no means affect the list as a whole.

Probably the firmest group at the moment is that of citrus oils. Both the spot and the import markets for this group have been strong. Speculation in Italy is to some extent responsible, but there is also sound reason for anticipating higher levels in that the early prices on new crop were somewhat too low as compared with the remainder of the list and their recent advance was warranted by conditions as well as forced by purchases on the part of strong holders. The local market for lemon, orange and bergamot has failed to advance to any great extent but may be expected to rally as soon as more interest in the situation is felt.

Floral products are generally irregular. There is a wide divergence in quality on most of these products which makes it almost impossible to determine a definite trend in the market. It may be said that for high quality products prices on the whole are very steady and even firm in some instances. At the same time, goods of more or less questionable character are available at concessions and holders of them are inclined to bargain with possible purchasers upon inquiry. Business here in the group as a whole has been below recent levels. Holiday buying, of

(Continued on Page 608)

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bitter, per lb....	\$3.30@	\$3.55	Hemlock	1.10@	Thyme, red.....	1.30@
S. P. A.....	3.60@	3.95	Hops, oz.....	16.00@	White	1.25@
Sweet True	82½@	.85	Horsemint	4.25@	Valerian	11.00@
Apricot, kernel.....	.58@	.65	Hyssop	24.00@	Verbena	3.75@ 7.00
Amber, crude.....	.45@		Juniper Berries, rectified..	3.00@	Vetivert, Bourbon.....	7.00@ 8.50
rectified65@	.90	Juniper Wood.....	.60@	Java	22.00@
Ambrette, oz.....	50.00@		Laurel	5.00@	East Indian	30.00@
Amyris balsamifera	3.00@	3.20	Lavender, English.....	32.00@	Wine, heavy.....	1.75@
Angelica Root.....	22.00@	28.00	U. S. P. "X".....	3.50@	Wintergreen, Southern..	4.50@
seed	37.00@	42.00	Garden55@	Penn. and Conn.....	8.50@ 9.50
Anise, tech.....	.62½@	.65	Lemon, Italian	2.50@	Wormseed	3.30@ 3.60
Lead free, U. S. P.....	.64@	.68	Calif.	2.45@	Wormwood	12.50@ 13.00
Aspic (spike) Spanish...	1.25@		Lemongrass	1.05@	Ylang-Ylang, Manila....	26.00@ 32.00
French	1.50@		rectified	1.45@	Bourbon	10.50@ 12.00
Bay, Porto Rico.....	2.10@		Limes, distilled	7.00@		
West Indies.....	2.10@		expressed	10.00@		
Balsam Tolu.....	7.00@		Linaloe	2.25@		
Balsam Peru.....	8.00@		Lovage	16.00@		
Basil	38.00@	45.00	Mace, distilled.....	1.90@		
Bergamot, 35-36 per cent	6.00@	7.00	Mandarin	9.50@		
Birch, sweet N. C.....	1.90@	2.15	Marjoram	6.25@		
Penn. and Conn.....	4.25@	4.50	Melissa	5.00@		
Birchtar, crude.....	.14@	.65	Mirbane15@		
Birchtar, rectified.....	.50@		Mustard, genuine.....	10.00@		
Bois de Rose, Femelle...	2.20@	2.60	artificial	2.20@		
Cade, U. S. P.....	.30@	.35	Myrrh	12.50@		
Cajeput, Native.....	.90@		Myrtle	4.00@		
Calamus	3.75@	4.25	Neroli, Bigarade, pure...	140.00@		
Camphor, "white".....	.15@	.17	Petale, extra.....	165.00@		
sassafrassy20@	.22	Niaouli	2.50@		
Cananga, Java native...	4.00@	4.25	Nutmeg	1.90@		
rectified	4.70@	5.15	Olibanum	6.50@		
Caraway Seed, rectified..	1.85@		Orange, bitter.....	3.15@		
Cardamon, Ceylon.....	35.00@	37.00	sweet, W. Indian.....	2.80@		
Cascarilla	64.00@	70.00	Italian	3.20@		
Cassia, 80@85 per cent..	1.80@	2.00	Calif. exp.....	3.15@		
rectified, U. S. P.....	2.00@	2.20	dist.	2.50@		
Cedar Leaf	1.10@	1.50	Origanum, imitation....	.35@		
Cedar Wood.....	.35@	.40	Orris Root, concrete, do-			
Cedrat	4.00@		mestic (oz.)	4.00@		
Celery	8.00@		foreign (oz.)	5.00@		
Chamomile, oz.....	3.50@	5.00	Orris Root, absolute (oz.)	55.00@		
Cherry laurel.....	12.00@		Orris liquid.....	18.00@		
Cinnamon, Ceylon.....	12.00@	15.00	Parsley	7.00@		
Cinnamon leaf	1.75@	2.00	Patchouli	9.00@		
Citronella, Ceylon.....	.37@	.42	Pennyroyal, American...	2.55@		
Java47@	.52	French	1.95@		
Cloves, Bourbon.....	2.10@		Pepper, black.....	6.50@		
Zanzibar	1.50@	1.65	Peppermint, natural....	3.50@		
Cognac	22.00@		redistilled	3.65@		
Copaiba	1.00@		Petitgrain, So. Amer....	1.85@		
Coriander	10.25@	11.00	French	15.00@		
Croton	1.10@	1.35	Pimento	3.35@		
Cubebs	3.80@	4.00	Pine cones.....	3.75@		
Cumin	7.75@		Pine needle, Siberia....	1.00@		
Curacao peels.....	5.25@		Pinus Sylvestris.....	2.00@		
Curcuma	3.00@		Pumilionis	2.75@		
Cypress	5.15@		Rhodium, imitation....	2.25@		
Dillseed	4.50@	6.50	Rose, Bulgaria..... (oz.)	10.50@		
Elemi	1.65@		Rosemary, French65@		
Erigeron	2.80@	3.10	Spanish45@		
Estragon	39.00@		Rue	3.60@		
Eucalyptus, Aus. "U.S.P."	62½@	67½	Sage	3.00@		
Fennel, Sweet92@	1.00	Sage, Clary	40.00@		
Galbanum	26.00@		Sandalwood, East India..	7.75@		
Galangal	25.00@		Sassafras, natural.....	1.00@		
Geranium, Rose, Algerian	3.30@		artificial30@		
Bourbon	3.30@		Savin, French.....	2.25@		
Spanish	16.00@		Snake Root.....	13.50@		
Turkish (Palma rosa)	3.00@		Spearmint	5.00@		
Ginger	5.25@	6.00	Spruce	1.10@		
Gingergrass	3.00@		Styrax	12.00@		
Guaiaac (Wood).....	3.50@	4.00	Tansy	5.00@		
			Thuja	1.35@		

TERPENELESS OILS

Bay	6.00@
Bergamot	18.00@ 20.00
Clove	3.00@
Geranium	9.25@
Lavender	14.50@
Lemon	14.00@ 20.00
Lime, Ex.....	65.00@
Orange, sweet.....	95.00@ 110.00
bitter	100.00@
Petitgrain	6.00@
Rosemary	1.75@
Sage, Clary	90.00@
Vetivert, Java.....	35.00@
Ylang-Ylang	22.00@ 35.00

OLEO-RESINS

Benzoin	2.50@ 5.00
Capsicum, U. S. P. VIII.	5.00@
U.S.P. IX.....	5.00@
Ginger, U.S.P. VIII....	4.60@
alcoholic	3.00@
Cubeb	4.25@
Malefern	2.65@
Oak Moss	15.00@ 15.50
Olibanum	3.25@
Orris	6.00@ 15.00
Patchouli	18.00@
Pepper, Black.....	4.50@
Sandalwood	16.60@
Vanilla	8.50@ 15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%.....	2.00@
Acetophenone	3.60@ 4.00
Acetyl Iso-eugenol	9.00@
Aldehyde C 8.....	40.00@
C 9	50.00@
C 10	30.00@
C 11	35.00@
C 12	45.00@
C 14	35.00@
C 16	25.00@ 40.00
Amyl Acetate.....	1.00@
Amyl Butyrate.....	1.80@
Amyl Cinnamate.....	2.35@
Amyl Formate.....	1.75@ 2.00
Amyl Phenyl Acet.....	5.00@
Amyl Salicylate, dom....	1.45@
foreign	1.65@
Amyl Valerate	3.00@ 3.50
Anethol	1.40@
Anisic Aldehyde, dom....	3.40@
foreign	3.75@
Benzaldehyde, U. S. P....	1.30@
F. F. C.....	1.55@ 1.90
Benzylidenacetone	3.25@ 4.25
Benzophenone	5.50@
Benzyl Acetate, dom....	1.15@
foreign	1.35@ 1.45

Benzyl Alcohol.....	1.20@	1.60	Paracresol Methyl Ether.....	7.00@	8.00	Rice Starch.....	12@	15
Benzyl Benzoate.....	1.30@	1.50	Paracresol Acetate.....	5.75@		Rose leaves, red.....	2.00@	
Benzyl Butyrate.....	5.50@	6.25	Phenylacetaldehyde 50% imported.....	6.00@	8.00	Rose pale.....	.50@	
Benzyl Cinnamate.....	9.00@	9.50	100%.....	6.00@	8.00	Rose water, gal.....	1.25@	
Benzyl Formate.....	3.60@		Phenylacetic Acid.....	9.50@	10.50	Sandalwood chips.....	.45@	50
Benzyl Iso-eugenol.....	30.00@		Phenylethyl Acetate.....	3.40@	4.00	Saponin.....	1.45@	
Benzyl Propionate.....	3.75@	5.00	Phenylethyl Butyrate.....	10.00@	15.00	Styrax.....	.47½@	2.20
Benzyl Succinate.....	5.50@		Phenylethyl Formate.....	16.00@	20.00	Talc, domestic..... (ton)	18.00@	33.00
Borneol.....	2.75@	3.50	Phenylethyl Propionate.....	18.00@		French..... (ton)	40.00@	45.00
Bornyl Acetate.....	4.00@	4.15	Phenylethyl Valerate.....	20.00@		Italian..... (ton)	50.00@	65.00
Bromstyrol.....	4.75@		Phenylethyl Alcohol, do- mestic.....	4.75@	5.50	Vetivert root.....	.30@	
Carvene.....	.50@		imported.....	5.25@	6.00	Zinc Stearate.....	.26@	30
Carvol.....	4.25@	5.00	Phenylpropyl Alcohol.....	16.00@		BEANS		
Cinnamic Acid.....	3.25@	3.50	Phenylpropyl Aldehyde.....	12.00@		Tonka Beans, Para.....	90@	.95
Cinnamic Alcohol.....	3.90@	4.50	Rhodinol, dom.....	9.50@	17.00	Tonka Beans, Angostura.....	1.90@	2.00
Cinnamic Aldehyde.....	2.70@		foreign.....	12.00@	17.00	Vanilla Beans, Mexican.....	3.50@	5.00
Citral C. P.....	2.75@	3.00	Safrol.....	.31@	.34	Mexican, cut.....	2.35@	2.75
Citronellal.....	3.40@		Skatol, C. P..... (oz.)	9.00@	10.00	Vanilla Beans, Bourbon, whole.....	2.00@	2.50
Citronellol, dom.....	4.25@	5.00	Styrallyl Acetate.....	20.00@		Bour. cut.....	1.75@	
foreign.....	5.00@	5.50	Styrallyl Alcohol.....	20.00@		Vanilla Beans, Tahiti yellow label.....	Nominal	
Citronellyl Acetate.....	8.75@	9.25	Terpineol, C. P. dom.....	.39@		white label.....	Nominal	
Coumarin, dom.....	3.75@		imported.....	.50@	.60	TINCTURES		
foreign.....	3.75@		Terpinyl Acetate.....	1.10@	1.25	Ambergris.....	18.00@	
Cuminic Aldehyde.....	62.00@		Thymene.....	.35@		Benzoïn.....	1.75@	
Decyl Acetate.....	28.00@		Thymol.....	2.90@		Civet.....	2.50@	4.00
Decyl Alcohol.....	28.00@		Vanillin.....	7.80@	8.15	Musk, nat.....	25.00@	
Diethylphthalate.....	.32@	.37	Violet Ketone Alpha.....	7.50@	10.00	Orris root.....	2.00@	
Dimethylphthalate.....	.65@		Beta.....	7.00@	8.00	Balsam Tolu.....	1.50@	
Diphenylmethane.....	1.75@	2.45	Yara Yara.....	1.50@	1.75	Vanilla.....	2.50@	3.00
Ethyl Acetate.....	.50@	.55	SUNDRIES			SOLUBLE RESINS		
Ethyl Benzoate.....	1.80@		Alcohol, Cologne, spts., gal.....	3.75@	3.90	Ambrette.....	18.00@	
Ethyl Butyrate.....	1.80@		Almond Meal.....	.40@	.50	Castoreum.....	28.00@	
Ethyl Cinnamate.....	3.90@		Ambergris, black..... (oz.)		Nom	Chypre.....	13.00@	
Ethyl Formate.....	1.00@		gray..... (oz.)	38.00	Nom	Civet.....	80.00@	
Ethyl Propionate.....	2.75@		Balsam Copaiba, S. A.....	.52½@	.57½	Cyste.....	6.00@	
Ethyl Salicylate.....	2.65@		Para.....	.50@	.55	Benzoïn.....	2.75@	
Eucalyptol.....	1.10@	1.20	Balsam Peru.....	1.75@		Galbanum.....	6.00@	
Eugenol.....	2.90@	3.30	Tolu.....	1.40@		Labdanum.....	5.50@	
foreign.....	2.90@	3.50	Baudruche skins, gr.....	18.00@	25.00	Myrrh.....	7.00@	
Gerainol, dom.....	2.20@	2.80	Beaver Castor.....	4.50@	7.00	Oak Moss.....	16.00@	
foreign.....	2.75@	4.00	Cardamon Seed, green.....	1.15@		Olibanum.....	.60@	
Geranyl Acetate.....	3.55@	4.00	decort.....	1.50@		Opononax.....	12.00@	
Geranyl Butyrate.....	12.50@		Castoreum.....	12.00@	15.00	Orris Root.....	12.00@	
Geranyl Formate.....	8.00@	12.00	Chalk, precipitated.....	.03½@	.06½	Patchouli.....	8.50@	
Heliotropin, dom.....	1.85@	2.00	Cherry laurel water, gal.....	1.25@		Peru balsam.....	6.00@	
foreign.....	2.10@	2.35	Civet horns..... (oz.)	2.75@	3.25	Sandalwood.....	10.50@	
Hydroxycitronellal.....	6.00@	10.00	Guarana.....	2.35@	2.50	Styrax.....	2.75@	
Indol, C. P..... (oz.)								

Essential Oils

(Continued from Page 605)

course, is over and this together with the approach of inventories has more or less unsettled the market.

The mint group is weak. Speculative activities which had held prices at rather firm levels for several weeks, failed to produce the desired effect and the result has been the liquidation of some held stocks both here and at Western points. The market on spearmint and peppermint broke rather sharply during the interval but erigeron and tansy were quite well maintained.

Other items in the domestic group have been irregular. The early strength in wormseed has been followed by weakness since it has been found that supplies are quite up to normal levels. Prices are lower here and for shipment. Wormwood is very scarce and will likely reach close to record levels this season. Sassafras is irregular with small country interests apparently competing quite strongly for business and thereby unsettling the local market.

Seed and spice oils have been fairly steady. The general tone of the market for raw materials has been such that weakness could not reasonably be expected nor could any great strength develop. Early quotations on forward shipments of clove oil have not been very attractive thus far and it is reported that not much has been done in contracts. Ginger has been a little easier. Cassia and anise have been steady although there has been no great volume of business in either of these items.

The miscellaneous group has been characterized by some degree of weakness. Citronella, which was expected to rally to some extent has failed to do so. High qualities of vetivert continue scarce but there have been some very poor shipments of this oil in the import market recently. Reports indicate that geranium residues are being used as adulterants in some of these shipments. They are not reaching the local market, rejections by importers being frequent. Bois de rose is under keen competition from which it seems unlikely to recover at the moment. Linaloe is accordingly also unsettled.

Vanilla Beans

There has been no change in prices since our last review although there have been frequent reports of shading and cutting by some factors. The situation has not improved to any extent from the standpoint of stocks available here and at primary points. There is still plenty of vanilla to be had and much of it is none too tightly held. Just what the effect of sizable orders or contract inquiries would be cannot be said. Some hold that prices would stiffen while others believe that they would weaken, due to anxiety of many interests to take a share of the business.

In any event, there are no such inquiries. Extract makers have what stocks they need for present purposes and most of them are known to be anxious to sell stocks of finished products either in package or in bulk. Hence they are not greatly interested in supplies. Another factor which may influence them in their present position is the further cut in alcohol which will take place the first of the year. Most of them are working very close on their requirements until after that time.

Sundries

Menthol shows signs of doing exactly what was forecast in this report a month or two ago. The continued pressure

Uniform Contract Form Proposed

The Drug Trade Section of the New York Board of Trade and Transportation is now considering a form of uniform import sales contract. The form was prepared by a special committee of the section consisting of Charles L. Huisking, chairman, F. T. Dodge, Dodge & Olcott Co., C. L. Speiden, Innis, Speiden & Co., and J. Van Velsor Smith of Peek & Velsor. The purpose of the new contract form is to standardize import practice in the drug and chemical industry. Included are a compulsory arbitration clause, and specifications regarding quantity, quality, samples, weights, tares and shipment. The form will be considered by the membership and will come up for amendment and adoption at an early meeting of the Section.

Wisconsin Drug Garden Supplies Research Material

Yields in the drug garden of the Wisconsin Pharmaceutical Experiment Station this year show the adverse effects of a cold, wet spring and a dry summer, according to Dr. W. O. Richtmann, as reported in the *Journal of the American Pharmaceutical Association*. However, the 33-acre garden has supplied the pharmaceutical experiment station of the University with plenty of materials for its research, and a supply of the raw material for state druggists and hospitals.

This year some 56 species of plants were under cultivation and some 90 others were grown under natural conditions in the wooded part of the plot. The species under cultivation included peppermint, poppy, catnip, belladonna, digitalis, horsemint, wild bergamot, wormwood, wormseed, spearmint and milfoil which were grown in from one-fourth to one-half acre plots. The experiment station has developed a strain of digitalis acclimated to Wisconsin winters. Its product is in demand throughout the country because of its uniform quality, and the seed is sought by growers in northern latitudes because the strain is inured to rigorous winters.

This year, for the first time, the station seems to have achieved success in its efforts to establish horsemint, a plant native to the sandy Wisconsin soils, in the heavier soil of the Madison region.

Japanese Mint Now Grown in U. S.

Among numerous efforts toward self-sufficient agricultural production in the United States, according to a recent announcement of the Department of Agriculture, is the continuance of the effort to provide a domestic supply of menthol by establishment of Japanese mint as a National crop. The Department concludes from experiments that it will be possible to produce such a crop of satisfactory oil content.

against the market on the part of the large consumers seems to have resulted in a situation which will mean considerably higher prices on the article a little later. This always happens when too great pressure is put upon a very weak article. Local prices are still unsettled but all Japanese quotations are higher and there is no anxiety to sell on the part of the shippers.

Rhubarb root has strengthened a little. Orris root is more or less unsettled and prices on it are not so firm as they were a short time ago. Good quality benzoin is scarce and still strong. Some material of more or less indifferently different grade is still available at low rates. Other items are generally steady, but there is not enough business to make the market very interesting.



Soap Production in New England

(Special Correspondence)

WASHINGTON, December 15.—An industrial survey conducted jointly by the New England Council and the Department of Commerce discloses that approximately 10 per cent of the country's production of soap is made in New England. The New England output averages about \$25,500,000 a year.

Manufacture of soap is one of the oldest branches of New England industry, the survey shows. The average age of the establishments reporting is 38 years; half of them have been in operation more than half a century and one for over a century.

New England has 38 soap establishments, 14 per cent of the number in the entire United States. In addition to these companies 25 more soap departments of large slaughtering and meat-packing plants are located in Massachusetts, eight in Rhode Island, four in Connecticut and one in New Hampshire.

Total sales of reporting New England soap manufacturers have increased 26 per cent since 1921, 67 per cent of the total sales being made to New England markets. All but one of the Massachusetts plants report at least 80 per cent of their sales in New England.

Over 30 per cent of the concerns reporting export some of their products, the proportion ranging from 1 per cent to 11 per cent for individual plants. Eighty-two per cent of the 1925 output of the companies reporting was trade-marked. The main channel of distribution used is direct to the consumer or through wholesalers and jobbers. Makers of textile soaps sell direct to the consumer, that is, the textile manufacturer.

Nearness to market transportation facilities, and accessibility of raw materials are the reasons generally reported in this survey for choosing New England as a location. Local sources of fat and grease are highly advantageous to many of the companies reporting. Animal fats are purchased locally, oils in New England and elsewhere in this country, and abroad, and alkalis, mainly caustic soda and soda, are obtained chiefly outside New England. The only branch plant reported is located in Canada.

Fourteen per cent of the workers are on an incentive or piece work wage basis. Seasonal fluctuations are of minor importance, and were less in 1925 than in 1923. One company makes metal and silver polish when regular orders run low, and another bottles miscellaneous cleaners.

Features in Other Sections

Readers of the SOAP SECTION will find much of value to them in the TRADE NOTES, Patents and Trade Marks, Washington Correspondence and other sections of this magazine. The advertising pages also contain much useful information for the soap manufacturer.

The Tendency Toward Consolidation

(An Editorial)

The recent amalgamation by purchase of two members of the Middle Western group of soap manufacturers has again brought to the attention of the industry a trend which is becoming increasingly important. For several years the tendency of business in the United States to unite, consolidate and form increasingly large units under single control has been apparent. Consequently, despite a slow but steady increase in the total volume of soap business in the country, there has been a rather rapid decrease in the number of firms making up the industry. New producers have occasionally been added, it is true, but not in sufficient numbers to offset those which have discontinued manufacture or have been swallowed up by larger industrial units.

It is not necessary here to recount the numerous advantages which the larger units possess or the multitude of reasons which have, to some extent, forced the soap industry into the process of merger and unification. Economies in purchasing, production and sales always add to profits or enable the manufacturer to compete to better advantage in the home and the export markets. It is quite apparent that unification is one method of effecting these and similar economies.

There is also the more or less sound argument that large manufacturing and producing units are a benefit to the purchaser and to the ultimate consumer. In some instances this is undoubtedly true. In others it is open to question. Certainly no one will either defend or attack the general proposition of consolidations upon this ground alone.

There remains then, the effect upon the soap industry itself of the numerous mergers which have featured its post-war history. We are not prepared to argue that they have been either advantageous or the reverse. There is much to be said upon both sides of the question. Theoretically, the elimination of marginal producers whose costs are high and whose existence is precarious is always a good thing for industry. At the same time, there is grave doubt whether this general principle can be carried to extremes without causing serious industrial problems to arise and without doing real harm to numerous individuals whose careers are bound closely to individual industries or to certain localities.

Without in any sense of the word discouraging mergers, purchasers and consolidations in the soap industry, may we not suggest that future consolidations be considered not only from the standpoint of immediate personal benefit to those concerned, but also with a view to creating the best possible industrial conditions and without causing too severe a wrench to the personal fortunes of the many, who, while having no voice in the negotiations, stand to suffer greatly through these industrial changes?

Patents for Colgate's New Product

Colgate & Co., New York City, have recently placed upon the market a new product called "Super Suds" which the company advertises as being soap beads. The product is produced under several patents which cover the product, process and apparatus. Following is a brief summary of the patents under which the product is being manufactured.

U. S. Patent No. 1,051,441, dated January 28, 1913, issued to George H. Paltridge, Washington, D. C., outlines a method for obtaining dry solids from liquid substances. It consists essentially of spraying the liquid into an air chamber by means of vaporizing devices in such a way that the entire vapor and solid contents of the liquid are conducted into the chamber in the same general direction and downward in the normal direction of the precipitation of the solids and discharging the entire air, vapor and solid contents of the chamber together at the same point in the bottom of the chamber.

U. S. Patent No. 1,090,740, dated March 17, 1914, issued to Wharton B. McLaughlin, New York, describes a method for desiccating liquid substances. It consists of spraying the liquid to be dried into a current of gas at a temperature exceeding 212° Fahrenheit with means for rapidly cooling the gas when desiccation is completed.

U. S. Patent No. 1,600,503, issued to Walter H. Dickerson, East Orange, N. J., on September 21, 1926, describes a method of recovery of solids from their solutions and consists essentially of introducing the liquid in finely divided condition into a current of heated gas at substantially the hottest portion and conducting the material and gas through a drying chamber at a temperature sufficiently high to form glazed particles and separating and collecting these particles from the gas.

U. S. Patent No. 1,643,640, issued to Paul T. Zizinia, Belmar, N. J., on July 5, 1927, and assigned to Industrial Spray-drying Corp., New York, describes a spray drying apparatus consisting of a chamber, means for propelling gas through the chamber, for introducing the material to be treated into the chamber, and for establishing a separate current of gas through the chamber in a thin sheet to prevent objectionable contact with the walls of the chamber during treatment.

U. S. Patent Reissue No. 16,749, reissued to Robert L. Holliday, New York, September 27, 1927, and assigned to the same machine manufacturing corporation, describes in detail the manufacture of finely divided soap. This consists essentially of preparing a soap stock in the condition of a free flowing liquid, breaking it up into a fine spray and conducting it through the processes and apparatus described in this and the other patents.

The company claims numerous advantages for its new product over the usual types of finely divided soap.

In our Court Reports on page 575 will be found information about the law suit of Colgate vs. Procter & Gamble.

Save the Soap Bubbles!

Ordinary soap bubbles, says the U. S. Bureau of Standards, when filled with explosive gases, are easily photographed, and can be used to good advantage in research work.

And yet how many of us waste soap bubbles every day! It is just this careless attitude that makes this the most extravagant nation on earth. Stop wasting soap bubbles! Send them to the U. S. Bureau of Standards.—New York American.

Further Vegetable Oil Combine Developments

(Special Correspondence)

LONDON.—In the October number of this journal the formation of an international soap and oil combine was announced. This was created through the acquisition by a specially-formed syndicate of the controlling interests in the Jurgens and Van den Bergh concerns.

It has now been announced that an English undertaking entitled Margarine Union, Ltd., is being registered to acquire the English interests and that another company, N. V. Margarine Unie, is being formed in the Netherlands to acquire the Dutch interests of the combine. The combined capital of these two concerns will exceed \$30,000,000. Each concern is shortly to issue \$5,000,000 of cumulative preference shares, and applicants will have the right to apply for a small amount of ordinary shares. The rights of the corresponding classes of shares of the two companies, both as regards distribution of profits and capital rights in the event of liquidation, will be identical.

The two companies will control a very large part of the vegetable oil industry in Europe, and the unification of the two organizations, which hitherto have carried on a severe and often wasteful competition, is bound to produce considerable savings in future.

The boards of the British and Dutch companies will be composed chiefly of members of the Jurgens and Van den Bergh families. Lord Bessborough will be chairman of both the British and Dutch companies, and Dr. R. J. H. Patijn will be vice-chairman.

Determination of Free Alkali in Soaps*

By Dr. J. Davidsohn

The determination of free alkali in soaps is the child of sorrow of the soap analyst. The problem is considered so difficult by many investigators that they no longer believe in its solution.

The large number of the methods proposed for determining free alkali in soaps is certainly at first sight to be explained by the fact that the problem is still unsolved.

I have dealt with this question nineteen years ago and have been able to show repeatedly in my laboratory that the existing methods lead to inaccurate results which are in part entirely useless.¹

Since during this entire time not one reliable method for determining free alkali has been published, and since various groups, especially makers of toilet soaps and industries using textile soaps, went on record by showing a lively interest in the question of the correct analytical determination of free alkali in soaps, I have resolved to again take up this problem.

I have re-tried all usual methods, which are the following:

1. Conventional method of the "Unit methods of the Society of Soap Makers of Germany."
2. Barium Chloride method after Heermann.
3. Alcohol-Barium Chloride method.
4. The Salting Out methods.

It is not intended here to go into the details of the experiments. I call attention to my recently published work in the "Chemical Review in the Field of Fats, Oils, Waxes and

(Continued on Page 615)

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¹Davidsohn and Weber, "Determination of free and carbonate of alkali in soaps." *Seifens-Ztg.* 1907, No. 3 & 4.

Solvent Soaps*

Employment of Volatile Solvents of Various Kinds and Methods of Using Them

by W. H. Simmons, B.Sc., F.I.C.

THERE are several types of soap to which volatile solvents are added—those intended for ordinary domestic use, those used in laundries, dry cleaning soaps, and special soaps recommended for the textile industries. The addition of a volatile grease-solvent to an ordinary household soap has been a common practice for very many years past, the idea underlying their use being apparently that when the soap is dissolved in water the emulsified solvent exerts its solvent power on any greasy material which it is desired to clean, and so facilitates the removal of dirt. The only essential difference that has taken place with the progress of years, has been in the choice of the solvent employed. In the early days this was usually either benzole or a petroleum derivative, all the lighter petroleum fractions—benzine, petrol, naphtha and kerosene being employed; then when the chlorinated hydrocarbons were introduced commercially nearly 20 years ago these rather took the place of the petroleum solvents, principally on account of their non-inflammability. Recently yet another series of solvents has been made available by the commercial hydrogenation of phenols and other aromatic bodies, so that now there may be said to be three distinct types of solvent to be selected from, viz: (1) the petroleum fractions, (2) the chlorinated hydrocarbons, and (3) hydrogenated aromatic compounds. The first class are highly inflammable, the second non-inflammable, and the third are only inflammable at moderately high temperatures. Apart from inflammability, however, there are many other properties to be considered in choosing the best solvent for such a preparation; among these may be mentioned specific gravity—a high gravity means a smaller volume of solvent for a given weight—boiling point, volatility, toxicity and odor. The following table shows the properties of the various solvents:—

Petroleum Fractions				
	Benzine	Petrol	White Spirit	Kerosene
Specific gravity at 15° C.	0.640-0.750	0.720-0.760	0.790-0.812	0.800-0.835
Boiling point	40-120° C.	35-210° C.	145-230° C.	150-300° C.
Flash point	at ordinary temperature.	at ordinary temperature.	80-95° F.	100-130° F.

Chlorinated Hydrocarbons				
	Westrosol Trichloroethylene	Westrom Tetra-chlorethane	Per-chlorethylene	Penta-chlorethane
Specific gravity at 15° C.	1.471	1.601	1.624	1.685
Boiling point	85-87° C.	144° C.	119° C.	159° C.
Flash point		All non-inflammable.		

Hydrogenated Aromatic Bodies			
	Hexalin	Methyl-Hexalin, Cyclohexanol	Tetralin-Tetrahydro Naphthalene
Specific gravity at 15° C.	0.945	0.930	0.980
Boiling point	160° C.	170-180° C.	205° C.
Flash point	151° F.		192° F.

It will be seen that the petroleum fractions are the lightest in gravity, and the chlorine derivatives the heaviest. The

boiling point is important from the point of view of loss during manufacture and storage, and before the preparation can be effective in use. A low boiling point necessarily means a larger loss than a higher boiling point, and when a solvent is used with a boiling point of less than 100° C., it is advisable that in use the soap should be first worked up into a cream with cold water before being added to hot water. So far as volatility is concerned, too high a volatility is undesirable for a solvent soap, and in this respect the hydrogenated aromatic bodies are particularly satisfactory, the following figures having been obtained by Schrauth and Huether (abs. *Jour. Oil and Col. Chemists' Assoc.*, April, 1923).

	Percentage Evaporation of Solvent Per Minute
Tetralin	0.14
Benzole	1.04
White Spirit	1.03
Solvent naphtha	1.09

The petroleum fractions are quite non-toxic, as are also the hydrogenated aromatic bodies when inhaled in the concentration likely to be met with in practice, but the chlorinated hydrocarbons have strong narcotic properties. The hydrogenated compounds are the strongest in odor, but the odor is entirely removed from materials washed with such soaps during the rinsing and drying operations.

The soap base used for the preparation of solvent soaps may be either hard or soft. With a high boiling solvent, such as kerosene or hexalin, a hard, but readily soluble soap, e. g., a soda soap containing a large proportion of cocoanut oil is suitable, but for solvents with lower boiling points, such as trichlorethylene, a soft potash soap is preferable. In most cases the solvent is added to the finished soap, in the case of hard soaps just prior to framing, and with soft soaps just before running off into the containers. With cyclohexanol, however, it is claimed that by adding this to the fatty stock prior to saponification, the rate of saponification is much accelerated. The amount of dry soap in such preparations varies from about 10 to 50 per cent., and the proportion of solvent may also be anything from 10 to 50 per cent. With the liquid soaps a small quantity of methylated spirit is also commonly added to aid solubility.

The following is the analysis of a Colonial preparation containing trichlorethylene recently examined by the writer:

	Per Cent
Trichlorethylene	9.2
Water	61.4
Fatty acids	24.5
Potassium carbonate	0.67
Combined alkali, as K ₂ O	4.2
Fatty acids—	
Titrable	37.2° C.
Refractive index at 40° C.	1.4539
Combining weight	307
Iodine value	67
Rosin	absent

One of the great advantages of such soaps undoubtedly lies in the fact, as shown by Pickering, Woodman and others, that while soap itself readily dissolves oil, when

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admixed with the various solvents the solvent power of the soap is very much increased. Another important effect is the lowering of the surface tension between a solution of the soap and oil, and consequent increase in emulsifying power. Thus, experimenting by Hillyer's method, on the addition of hexalin to soap, the writer found:—

Emulsifying power (in arbitrary units).	
Soap alone.....	45
Same soap + 10% hexalin.....	56

a gain of about 25 per cent.

Further, experiments on the deflocculating power on carbon, as proposed by McBain, gave, in arbitrary units:—

Soap alone.....	72
Same soap + 10% hexalin.....	94

so that here again there was considerable increase in deflocculating power, and hence in detergent power, by addition of the hexalin to the soap.

Dry cleaning soaps.—For these preparations the solvent is generally mixed with a potash or ammonia-oleine soap, containing an appreciable excess of free oleic acid.

Advances in Catalytic Hydrogenation

(Special Correspondence)

LONDON, December 10.—Quite recently on the lecture bench, at Burlington House, was a tube about one inch wide and three feet long, packed with nickel turnings, heated electrically to 180 degrees C. Pale yellow oleic acid was dropping in from a funnel at the top, and from the bottom of the tube emerged a liquid which fell into a flask and immediately solidified into white, hard stalagmites of stearic acid. Silently and steadily throughout the evening the process went on. There was no noise of machinery, no grinding of agitators, no hum of motors, and yet here was a small factory converting an unsaturated oil into a hardened product, a chemical robot. The large audience at the London section of the Society of Chemical Industry watched this marvel of modern science as E. R. Bolton and his colleagues, reviewed the position of the catalytic hydrogenation of oils, and described the work they were doing to elucidate the mechanism of the process.

Mr. Bolton told how he, in the same room in 1922, ventured to prophesy that some day one might see a continuous process for the hardening of oils, where the unsaturated oil would go in at one end and the hardened saturated product would come out at the other. He flashed on the screen a photograph of a large-scale unit working, almost without attention, at the British Oil and Cake Mills, at Hull, which demonstrated the fulfilment of his prophecy. He reviewed the older "Power process" for catalysis, and showed that it had many disadvantages. The hydrogenated oil to be filtered from the catalyst, and the plant required for the reactivation of the catalyst was a big and costly affair, and labor and overhead expenses were relatively high. He described how a few years ago he and his colleagues set out to overcome the disadvantages of the old process.

They began with the idea that the activity of the catalyst would be directly proportional to the surface of oil which would be exposed to it, and decided that nickel "wool" would be ideal. They tried it and passed oil in the presence of hydrogen through a tube packed with the wool, but without result. So they discovered that hydrogenation was not a question of amount of surface only, but depended on the condition of the surface. They then discovered that a very

efficient catalyst was obtained by packing a tube with nickel turnings and immersing this in an electrolytic bath, where the tube was made the anode, the container the cathode, and the electrolyte a 5 per cent solution of sodium carbonate. After use for some time, the catalyst could be reactivated by immersion in the bath. It was stated that drain pipes made suitable immersion baths.

It is interesting to note in this connection that mixed catalysts can be easily prepared in this way: thus if sodium silicate is the electrolyte we get a nickel silica catalyst, and if sodium aluminate is used a nickel alumina catalyst is obtained, and so on. After activation the electrolyte is washed off in running water and placed in position in the plant.

Among the many points raised, the interesting fact was revealed that no matter what unsaturated oil was started with, oleic, cottonseed, etc., when hydrogenation had proceeded to an iodine value of about 60, the product of saturated acids was the same, and it was impossible by analysis to state which oil had formed the source. It was also shown by varying the conditions, a hard, brittle product could be obtained, or one which would have the consistency of lard. The obvious advantages of the method described over the powder process are that the process is continuous, the catalyst is part of the plant and can be removed and reactivated easily, and, apart from the initial expense, costs little or nothing. The labor charges are reduced to a minimum, and the output obviously is a question of the amount of hydrogenation required, being inversely proportional to the amount of hydrogenation.

The factors which compensate for the loss of activity of the catalyst were also dealt with. These include giving the catalyst less work to do by decreasing the flow of oil, and helping it by increase of temperature and pressure. The questions of selective hydrogenation and selectivity of catalyst were also dealt with.

An associate, Mr. Lush, in the course of his paper, dealt with an interesting theory to account for the production of tetralin in some cases and octalin in others by the hydrogenation of naphthalene, which was based in two ways of expressing the naphthalene molecule in contact with the activity surface. In one case hydrogenation occurred in one benzene nucleus only, whereas in the other it affected both rings.

Capacity of Fat Soluble Vitamines to Withstand Hydrogenation*

by L. Randoïn and R. Lecoq.

Commercial cod liver oil (iodine number 134.39) was hydrogenated 6 hours at 180-190° with reduced nickel as catalyser, till it showed an iodine number 28.69, and likewise for 8 hours at 120-130° to the iodine number 64.93. The products were fed to rats, which showed typical rachitic signs. Their growth was kept up to a slight degree, but in no case were eye sicknesses prevented. The oil hydrogenated at a lower temperature was more unfavorable for the symptoms than the harder oil. It was also found that anti-rachitic properties are lacking to a much less extent in butter, especially in summer butter, than had been supposed, and that margarine from hardened oils as source for fat-soluble vitamines are far inferior to the kinds of margarine prepared from natural oils and fats.—(*Ann. Falsif.* 1926 [19], 518 d. *Chem. Umschau.*)

*From *Seifens.-Ztg.*, Vol. 54, No. 28, p. 531.

Milled Soaps Which Do Not Shrive!*

(D. R. P. 446189 of 4 VII 1925. Dr. Adolf Welter in Krefeld-Rheinhausen.) For a long time an effort has been made to prepare soaps which keep indefinitely, do not become unsightly even after long storage, are distinguished by keeping their weight unimpaired and do not change their form even in the tropics. The only soaps which satisfy these conditions are the so-called milled soaps. These keep almost indefinitely because they have a large content of fatty acids and a small amount of water. The only method so far known for their preparation apart from the pressing of pure water-free soaps in form of powders, is to mill them. In this process liquid grained soap is first reduced to a solid form, then cut into chips or rolled out into ribbons, in order to furnish as large a surface as possible for the drying process next following. In spite of the fact that this drying process has been materially improved by skillful contrivances, especially in recent time, it requires, in proportion to the value of the soap, much heat, time and expense in labor. Now, if the water content has been reduced by this process so far that the fatty acid content reaches about 80%, it becomes possible to mill the grained soap. The highest water content at which the soap can be milled at all is approximately 14-15%. However, it is not advisable in practice to work at any water content of more than 10%. As regards the fatty acid content the lowest limit at which the soap can be safely milled is at 75%; the amount for the best result is at 79-80%. Now the inventor has ascertained that, if in a water-containing soap the water is entirely or partly replaced by sodium carbonate, soaps which mill easily and keep well can be prepared even at a fatty acid content lying between 60-65%. The only method so far known which permits the preparation of such sodium-carbonate-containing soaps at small expense, consists in letting fatty acids free from neutral fats react immediately on soda, when by using up one molecule of fatty acid and at most one molecule of soda the following reaction takes place: $\text{RCOOH} + \text{Na}_2\text{CO}_3 = \text{RCOONa} + \text{NaHCO}_3$.

Now it has been observed that, if fatty acids free from neutral fats, as described, are brought to act interchangeably with at most one molecule of soda above the melting point of the fatty acids, by adding liquid or solid grained soap or even lime soap, before the saponification is quite complete, or even after the completion of saponification, a soap mixture is obtained which permits easy and good milling, and which shows all desirable properties as regards keeping quality, uniformity in composition, and retention of weight and form. This capacity to take a polish is also shown in a surprising manner even when the fatty acid content of the soap mixture sinks to 60%, even in case of high claims as regards the working method and final product. By this method it is therefore possible to prepare grained soaps which compare well with the composition of ordinary grained soaps, but which far excel these in regard to their appearance and their keeping quality. This method, however, has still other advantages. It is, for instance, known that, in milling grained soaps by using oils or fats, e. g. palm kernel oil or coconut oil, not very much of these fats must be mixed with it, so that it is possible to still work advantageously by using 15%; however, that by using an excess over 20% one must reckon with difficulties in milling.

The above described working method, however, permits not only to increase considerably this content of fats; it permits even under circumstances the exclusive use of fats, which is of high significance for the soaps in regard to their solubility, capacity to foam and serviceability in sea water. It especially needs to be emphasized that the intelligibly described method by far surpasses in economy and simplicity all methods so far known, and that it is suitable to meet a large production even with small equipment. Not less important is it in this connection that the method permits the preparation from ready prepared fatty acids a salable, very slightly finished soap in one or two hours, whereas the methods followed heretofore require many days even with the help of the best equipment for the accomplishment of the same end. It also permits the replacing of part of the soda by potash, furthermore to use resin, and besides by addition of fat-dissolving materials in the first part of the process, or by addition of fat-dissolving materials to the grained or lime soap which is to be added, to prepare milled soaps with one amount of fat-dissolving materials.

Example I. 1,000 kg. of palm kernel oil fatty acids or coconut oil fatty acids, more than 99% saponified, are mixed with 360 kg. of calcined soda, which will yield a uniform mass which after some time saponifies itself by self-heating. Before the saponifying process is completed and before the mass has been fully solidified, 700-800 kg. of fluid grained soap prepared from tallow or bone fat are added, and by suitable stirring or mixing an almost homogeneous soap is obtained after a very short time which permits the forming into bars between roller machines after one hour. These bars may be slabbed into cakes either immediately or after short storage, and then to be worked up further into pressed bars.

Example II. 1,000 kg. of a mixture split 99%, consisting of: 30% palm kernel oil fatty acids, 30% palm oil fatty acids, 40% tallow fatty acids are stirred up with 350 kg. of calcined soda at 30-35°. The mass is at first a quite thin liquid and completely uniform compound, becomes warm after a short time and then solidifies, whereupon the temperature rises to 60-65°. After several hours the saponification is complete, and the mass forms a clear solution in distilled water at 40-50° C. It is then ground as finely as possible in suitable mills and afterwards mixed with fluid or solid grained soap. For this purpose 400 kg. of fluid grained soap are put into a mixing machine and 600 kg. of the above mentioned ground powder of soap of high percentage are gradually added. After five, or at most after ten minutes a quite uniform product is formed. This is cut into slabs after passing once or twice between rollers, and on being milled makes completely uniform bars which in their external appearance do not show the slightest difference in comparison with the usual high grade milled soap. They are easily cut and pressed, and then are not inferior to the high grade soaps in keeping quality.

Application for Patent:—Method for preparing milled soaps which keep and do not dry up, characterized by the fact that highly split or distilled fatty acids with or without addition of fat-dissolving materials are intimately mixed in a manner privately known, with the simple quantity or at most with the double quantity theoretically necessary for saponification of powdered calcined soda which contains at most 30% of its weight of moisture, till a completely uniform soap mass is formed, after which, either shortly before

* From *Seifens.-Ztg.*, Vol. 54, No. 33, Aug. 1927, p. 627.

the completion of the saponification, or after completed saponification, and grinding of the soap mass, grained or lime soap either in solid or liquid form is added, and the material is then milled.

Proposed Vegetable Oil Commissioners

The Bureau of Raw Materials for American Vegetable Oils and Fats Industries, John B. Gordon, Washington representative, has issued a statement to all branches of the vegetable oil industry enlisting their support in a movement to provide vegetable oil trade commissioners in northern and southern Europe. Dr. Julius Klein, at the request of members of the vegetable oil industry, has placed in the Department of Commerce appropriation bill an item of \$50,000 to provide for these two commissioners, who would probably be located at Rotterdam or Antwerp and at Marseilles.

Duties of Commissioners

The duties of the northern commissioner would be to act as a clearing house for production, consumption and all market information relating to cottonseed oil, coconut oil, peanut oil, linseed oil, palm kernel oil, soya bean oil, and all classes of oil cake and meal and refined vegetable oils and to study the great margarine manufacturing business of the nations of northern Europe. He and his staff would also collect consumption data on chinawood oil, rosin, shellac and the various fossil gums.

The southern commissioner would be expected to cover the entire Mediterranean Basin in respect to olive oil and sulphur oil production in conjunction with a third trade commissioner, whom it is proposed to establish in Algiers, and two others now in Spain. He would be expected to provide full data in respect to the French soap and vegetable oil industries centered at Marseilles. In conjunction with the northern commissioner he would be expected to furnish a full resume of the glycerine situation in the producing nations of Europe from time to time.

Work on Naval Stores

It will be the duty of these two trade commissioners to serve the naval stores producers to the fullest extent possible in the collection of production information on naval stores in Spain and France and to enlarge the export markets in Europe for naval stores produced in the United States. The two commissioners will work in conjunction with the already established agencies of the Department of Commerce and the consular agencies of the State Department, the chief value of their services being that they will centralize all information gathering and trade promotion services in behalf of the vegetable oil industries of the United States. Heretofore, the statement declares, such desultory effort as has been exerted has been carried on by trade commissioners and consuls along with many other duties. These commissioners, the statement continues, may perform other tasks suggested by themselves or by members of the vegetable oil industry.

On December 6 Mr. Gordon headed a delegation which appeared before the sub-committee of the Committee on Appropriations having under consideration the appropriation of \$50,000 for the two commissioners. Extended arguments were made in favor of the proposal and approval by various national associations was read into the record. The result was not announced.

New Continuous Oil Hardening Method*

by Dr. W. Normann.

The advantages of this new method are enumerated in the following manner: The costs in catalyser, labor and strength per ton of oil are considerably lessened; the costs of apparatus and building are therefore considerably lessened, because the establishment requires less room. The outlay in capital is slight, the general costs computed, for the oil, are likewise low, so that the earning possibility is greater.

The method, since working without interruption, gives a larger utilization of the apparatus with greater possibility for the economic use of the heat. The catalyser is kept charged with practically no loss and practically 100% is regained. In consequence of the absence of catalyser carrier like Kieselguhr and, since the only material used in the process is metallic nickel, the free fatty acids do not rise during hardening, except when the water gets into the hardening cylinder.

The catalyser during the entire duration of its life remains in a hydrogen atmosphere, which lengthens its working efficiency. It retains its efficiency much longer than a catalyser in powdered form. The labor costs are very low, since two men per shift are sufficient to take care of a batch of 50 tons a week. These two workers attend to the electrical production of hydrogen, to the hardening and to the machine for washing the catalyser and for oxidation. The oil comes out of the apparatus with an average nickel content of one part to 1,000,000 parts of oil.—(*Chem. Umschau* 1926 [33], 163 d. *Apoth.-Ztg.*).

Color and Fluorescence of Manila Coconut Oil

P. W. TOMPKINS. *Oil & Fat Ind.* 4, 90-2 (1927).—Some crude oils while received with satisfactory color, due to more modern methods, may sometimes not be any more desirable as a result of it, as they will not much further reduce in color, or at least not to the desired point. With dark-colored oils, the consideration of the cause of fluorescence arises and the possibility of fuel oil contamination. Of the large number of copra shipments examined, there is yet to be found a shipment which does not show fluorescence in the pressed oil, persisting even after refining and bleaching, although diminished after bleaching, but sometimes even more pronounced after refining. When this phenomenon is observed under proper and uniform conditions and with a full knowledge of the copra situation, it affords a fairly reliable means of determining abnormal fluorescence due to fuel oil. The essential factor in making deductions lies in the knowledge of the type of coconut oil under consideration, and the effect fuel oil has on the particular refined and bleached oil.—*Chemical Abstracts*.

Gain in French Export of Rosin

The French naval stores crop year is usually regarded as beginning on May 1, and, according to the customhouse figures, furnished by Consul Lucien Memminger, Bordeaux, the total exports of rosin from France for the four months May to August, 1927, amounted to 18,617 metric tons—a gain of 314 tons as compared with shipments of the corresponding period of 1926. Turpentine exports for these four months amounted to 4,154 metric tons as compared with 6,294 in the May-August period of 1926.

*From *Seifens.-Ztg.*, Vol. 54, No. 29 (1927).

Determination of Free Alkali in Soaps

(Continued from Page 610)

Resins" (No. 23, p. 273-281) under the title "Determination of Free Alkali in Soaps." It may be simply stated here that the experiments showed that only the alcohol method, but without filtration, yields good results; with soft soaps however this method fails completely.

I have therefore experimented with this method intensively, and have tried to develop it in such a way that it gives reliable results also with soft soaps. Numerous experiments were carried out*, which led to very satisfactory results: the method enables the accurate determination of free alkali both in bar soaps and in soft soaps.

Description of the Method

1. For Bar Soaps.

Three to five gm. of soap are dissolved in 50-70 cc of 95% neutralized alcohol by heating under a reflux condenser and after cooling are titrated with N/10 hydrochloric acid by use of phenolphthalein as indicator.

If dealing with soaps of high moisture content, then dehydrated Glauber's salt is used as in case of soft soaps (see below under 2), and the mass is titrated with N/10 alcoholic hydrochloric acid.

One cc of N/10 hydrochloric acid = .0049g of caustic soda (NaOH).

Example: Weigh out 4.2010g of soap. For titrating use 1.05 ccm. of N/10 hydrochloric acid. Accordingly

$$\frac{1.05 \times .0049 \times 100}{4.2010} = 0.10\% \text{ of caustic}$$

soda (NaOH).

2. For Soft Soaps

Three to five gm. of soap are dissolved in 50-70cc. of 95% neutralized alcohol by heating under reflux condenser, are allowed to cool and are mixed with 4-6 gm. of dehydrated Glauber's salt (chemically pure), the Glauber's salt being added slowly and in small portions. Then titrate with N/10 alcoholic hydrochloric acid using phenolphthalein as an indicator.

One cc. of N/10 hydrochloric acid = 0.0056g of caustic potash (KOH).

Example: Weigh off 3.0031 g of soap. Use for titrating 1.50 ccm. of N/10 hydrochloric acid, accordingly

$$\frac{1.50 \times .0056 \times 100}{3.0031} = 0.28\% \text{ of caustic}$$

potash (KOH).

The addition of the alcoholic hydrochloric acid is best prepared by mixing about 10 gm. of hydrochloric acid of specific gravity 1.19 with 1000 cc. of 95% alcohol, and the standardization is established by standard N/10 lye (phenolphthalein). The solution must be restandardized after standing for intervals.

*The details of these experiments are laid down in my publication in Chemical Review (see above).

A Soap Patent of Interest

On page 601 will be found an abstract of a patent recently granted to Dr. Alfred R. L. Dohme for a material which may have extensive use in the soap industry.

Features of Soap Materials Market

(Continued from Next Page)

report that some action looking to a change in the alkali schedules would be taken this year. The manufacturers of "standard brands" are still openly quoting the schedule of \$3 per 100 pounds on 1928 contracts. It seems hardly likely, however, that they are selling much goods when fully ten per cent lower is being quoted by "outside" interests. This situation has developed naturally from the great increase in the use of chlorine and the consequent heavy development of caustic soda manufacture. Lack of export business due to the activities of British, Belgian and German interests in the Far Eastern and South American markets has also been a factor in unsettling the situation. It seems likely that most of next year's contract business will be placed at well below the present schedule and that a running fight on prices during the whole of the coming season will materialize unless some efforts at stabilizing values are made. At the moment such efforts seem to be out of the question.

Other industrial chemicals have been rather slow with prices easier than last month. Contract business to date has been fairly satisfactory but not as good as it might have been.

Other Soap Materials

Inquiry for rosin is better and prices have held quite steady during the month both on this account and because current production is at a rather low point. Export business is not very active but demand from the soap and the varnish makers has been sufficient to prevent a continuation of the recent downward movement. Consumers are taking on fair stocks at regular intervals but buying ahead is not much in evidence. Starches are steady. Fats have been rather easy and so has glycerine.

Bradley Soap Case Argued

WASHINGTON, December 15.—Final argument was heard by the Federal Trade Commission on December 5 in its case against James J. Bradley & Co., of New York, with respect to labeling domestic soap as "English tub soap." Counsel for the respondent argued that the term is not descriptive of origin but of the shape of the soap. There is no intention to deceive the public and each cake is stamped "Made in U. S. A." the Commission was informed. The trade-mark is valuable, he said, principally because the company's product has been sold to the public under it for the past 14 years. He pointed out that if any geographical significance attached to the trade-mark the Patent Office would not have granted it.

Detection of Castor Oil in Fatty Mixtures

Vizern and Guillot (*Ann. Chem. Anal.*, 1927, 9, 1-2). Castor oil may be detected in fatty mixtures by the formation of octylic alcohol when about 10 grms. of the sample are saponified, the dry soap mixed with 7 to 8 grms. of potassium hydroxide and heated in a porcelain dish; the fused alkali is stirred into the soap, heating is stopped on the appearance of white fumes, and the dish covered. When cool, the odor of octylic alcohol is perceptible if 5 per cent. of castor oil was originally present, and by using a control 1 per cent. may be detected without great difficulty.—*Oil & Fat Industries.*

MARKET REVIEW ON TALLOW, ETC.

GLYCERINE

The glycerine market has continued its downward movement, since our November letter. Today chemically pure is quoted at 20c per lb., in bulk. Dynamite glycerine and crude have also moved down, until the former is 11c per lb. under the February price and 5c per lb. below pre-war figures; it is offered today at 16c per lb. and can probably be bought cheaper. The foreign market is slightly above ours. Many people who thought that the bottom had been reached, a month or two ago, have now turned bearish. Apparently consumption has fallen off in refined glycerine, but the loss is borne mostly by dynamite, for chemically pure has, at least, held its own and perhaps even increased in use; however, taken as a whole, there seems to be an overproduction of glycerine at this time. The situation may adjust itself a little later, but at present there is nothing on which to base an opinion of a reaction.

W. A. STOPFORD.

TALLOW

The tallow market is again firm and pointing upward following quiet trading in the City Extra grade earlier at 8½c. per pound loose f. o. b. seller's plant. During the interval the price gradually declined from 8½c. to 8¼c. f. o. b. seller's plant. For a time it seemed possible for the market to reach a lower level, but with sellers steadily declining bids of 8¼c., further trading finally took place at 8¼c., thus steadying the situation. When several other bids at this price failed to bring out more offerings, 8½c. was finally accepted for a comparatively small tonnage.

Production of tallow is still somewhat under normal and some of the larger producers are fairly well sold up on December production.

During the past two weeks Fancy tallow has been in demand with last sales made at 9½c. per pound loose delivered. Local producers at present are not offering. Greases have been rather neglected until the past week, but interest has been revived as evidenced by several sales this week of about 12 per cent F. F. A. stock at 7¼c. loose delivered. Best grades of house grease were also booked at this price. The Middle Western market is firm and last business in Prime Packers' grade passed at 8½c. Chicago and 9c. Kansas City. Bids of 6¾c. Chicago for 40-40 stock have been turned down, none of this grade of material now being offered.

E. H. FREY.

VEGETABLE OILS

The market was fairly active during the past two weeks and there continues to be a steady demand from both soap makers and refiners for nearby deliveries. A few contracts have recently been placed for early next year's delivery but the majority of consumers are inclined to buy their requirements as needed. Price changes since our last review have been very few as the demand for nearby delivery seems to be large enough to hold the market steady.

Last sales of Manila coconut oil in tanks were at 8½c per lb., New York, and at 8¼c lb., Pacific Coast, and these prices can be done today for December-March, inclusive.

The Philippine market for both copra and oil is steady. After the Government's final cotton crop report of this week, the cottonseed oil market became somewhat easier and some factors are of the opinion that the price will work lower.

Stocks of palm oils here are still available at lower than import prices and business in this grade of oil has been rather quiet. Olive oil foots for December and early January arrivals here are not very plentiful and these deliveries are commanding a price of about one cent per pound over the new crop foots, which will not arrive here until February. December foots are quoted at 9½c lb., New York, while the new crop is available at 8½c lb., New York.

A. H. HORNER

INDUSTRIAL CHEMICALS

The anticipated tight in the alkali market has developed. As long ago as last December it was indicated in this

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Extra, 8½c. Edible, New York, 9½c. Yellow grease, New York, 7¼c. White grease, New York, 7¼c.

Rosin, New York, December 15, 1927.

Common to good	8.50	I	8.60
D	8.50	K	8.60
E	8.50	M	8.65
F	8.55	N	9.60
G	8.55	W.G.	10.60
H	8.60	W.W.	12.00
Starch, pearl per 100 lbs.			\$2.97 @
Starch, powdered, per 100 lbs.			3.07 @
Stearic acid, single pressed, per lb.			.11 @
Stearic acid, double pressed, per lb.			.11¾ @ .12½
Stearic acid, triple pressed, per lb.			.13¾ @ .14½
Glycerine, C. P., per lb.			.20 @ .21½
Dynamite			.16 @ .16½
Soap, lye, crude 80 per cent, loose per lb.			.09½ @ .10½
Saponification, per lb.			.10¾ @ .11½

Oils

Coconut, edible, per lb.	.10¾ @ .10¾
Coconut, Ceylon, Dom. per lb.	.09¾ @ .10
Palm, Lagos, per lb.	.07½ @ .08
Palm, Niger, per lb.	.07 @ .07½
Palm Kernel, per lb.	.09½ @ .09½
Cotton, crude, per lb., f. o. b. mill	.08½ @
Cotton, refined, per lb., New York	.10¼ @
Soya Bean, per lb.	.13 @ .13½
Corn, crude, per lb.	.12 @
Castor, No. 1, per lb.	.13¼ @
Castor, No. 3, per lb.	.12¾ @
Peanut, crude, per lb.	.12 @
Peanut, refined, per lb.	.13½ @
Olive, denatured, per gal.	1.60 @ 1.65
Olive Foots, prime green, per lb.	.097½ @ .10

Chemicals

Soda, Caustic, 76 per cent, 10 lbs.	2.70 @ 3.00
Soda, Ash, 58 per cent, per 100 lbs.	1.37½ @ 1.62½
Potash, Caustic, 88@92 per cent, per lb., N. Y.	.07½ @ .08
Potash, Carbonate, 80@85 per cent, per lb., N. Y.	.05½ @ .06
Salt, Common, fine, per ton	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton	11.00 @ 12.00
Sulphuric acid, 66 degrees, per ton	15.50 @ 16.50
Borax, crystals, per lb.	.04¾ @ .04¾
Borax, granular, per lb.	.04 @ .04½
Zinc oxide, American, lead free, per lb.	.06½ @ .06¾

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@ .08

@ .06
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 @ .04¾
 @ .04½
 @ .06¾